



**MORE PAGES —
MORE FEATURES**

APRIL
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HIT PARADER

A CHARLTON PUBLICATION

ANSWER ME MY LOVE

YOU'RE MY EVERYTHING

GRANADA

OH MY PA-PA

TILL WE TWO ARE ONE

TOREADOR

STRANGER IN PARADISE

OUR HEARTBREAKING WALTZ

THE BREEZE AND I

DON'T ASK ME WHY

MAKE LOVE TO ME

**FROM THE VINE
CAME THE GRAPE**

TIME WILL TELL

BELL BOTTOM BLUES

CHANGING PARTNERS

Y'ALL COME

YOU'RE NEARER

MA CURLY-HEADED BABBY

TILL THEN

TO LOVE YOU



ELAINE STEWART

EXCLUSIVE FEATURES

Daddy Of Them All — "Oh My Pa-pa"

Why The Four Aces Deal In Hits

A New Note From Dean Martin

STOP PAYING 89c EACH FOR SONG PARADE RECORDS!

NEW "Closer Grooved" 78 R.P.M. RECORDS THIS WEEK'S 18 SONG PARADE HITS

with **DEAN MARTIN** and OTHERS

FOR 17c EACH! COMPLETE SET OF 18 FOR \$2.98



DEAN MARTIN
of the Dean Martin-Jerry Lewis team brings you the Song Parade Hits for only 17c each song.



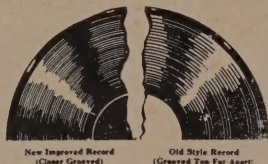
JEFF CLARK
Formerly of the Lucky Strike Hit Parade brings you for 17c each the Song Parade Top Hits! Now on the Kate Smith Show!



ARLENE JAMES
appeared on Ed Sullivan's Toast of the Town, on NBC-TV shows with John Conte for Van Camp Foods, also with Harry James, Sammy Kaye and Ben Miller's Embassy Club.

Now! 6 Complete Hits on 1 Standard Speed Record

STARRING DEAN MARTIN of THE DEAN MARTIN-JERRY LEWIS TEAM and JEFF CLARK, formerly of the LUCKY STRIKE HIT PARADE, ARLENE JAMES of NBC-TV and ED SULLIVAN'S TOAST OF THE TOWN.



NOTE THE OLD STYLE RECORD has only one song on each side. The New Improved record has closer grooves with three complete songs on each side. The closer grooved record puts over 10,000 inches of grooves on each side. You get 3 complete hits on each side.



12 SQUARE DANCE SONGS AND GIFT BOOK "SQUARE DANCING FOR YOUNG AND OLD."

The 12 square dances are recorded on two standard speed records — 3 on a side. Play on all standard speed 78 RPM record players. Six songs have calls; you hear the calls. The other six are top square dance music. 12 square dances on two records. Play on all 78 RPM speed 10-inch records. The "Square Dancing For Young and Old" book is easy to follow — simplified lessons, with illustrations. You'll get more than \$3.00 worth of fun from the book alone. You get the 12 square dances plus the square dancing book for only \$2.98. Also available on 45 RPM.

HILL BILLY OFFER

You get 18 Hill Billy songs that are sweeping the country and grooved three on each side of standard 10-inch records. Play on all standard record players or phonographs. Rush your order now for all 18 for a saving of \$13.04. Get all 18 of the LATEST most Popular Hill Billy Songs! All 18 Hill Billy Hits for only \$2.98. Rush Your order Now! players. Recorded by Hap Williams and others. Available on 78 RPM or 45's.

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BILL LAWRENCE
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SNOOKY LANSON
of the Lucky Strike Hit Parade brings you the Collector's Item Record Hits for only 17c each — on 18 RPM records.

SONG PARADE HITS BY DEAN MARTIN AND OTHERS FOR ONLY \$2.98

- | | |
|----------------------|--------------------------|
| 1. Oh Mein Papa | 10. That's Amore |
| 2. Heart Of My Heart | 11. Ebb Tide |
| 3. Secret Love | 12. Love Walked In |
| 4. Ricochet | 13. Off Shore |
| 5. Rags To Riches | 14. Oh! Marie |
| 6. Many Times | 15. Changing Partners |
| 7. Eh Compari | 16. Istanbul |
| 8. Papaya Mama | 17. Stranger In Paradise |
| 9. You Alone | 18. The Creep |

18 HILL BILLY SONGS — ONLY \$2.98

- | | |
|-----------------------------------|---|
| 1. Wake Up Irene | 11. Let Me Be The One |
| 2. North Wind | 12. Mama, Come Get Your Baby Boy |
| 3. When Mexican Joe Met Jole Blon | 13. I Forgot More Than You'll Ever Know |
| 4. Caribbean | 14. Weary Blues From |
| 5. Satisfaction Guaranteed | 15. Tennessee Wig-Walk |
| 6. Hey, Joe! | 16. It's Been So Long |
| 7. Forgive Me, John | 17. Bimbo |
| 8. A Dear John Letter | 18. Tain't Nice |
| 9. There Stands The Glass | |
| 10. I'm Walking The Dog | |

18 COUNTRY HYMNS only \$2.98

- | | |
|---------------------------------------|-------------------------------------|
| 1. The Family Who Prays | 10. In The Mission Of St. Augustine |
| 2. Glory Land March | 11. Crying In The Chapel |
| 3. The Lord Will Make A Way Somewhere | 12. Father, Hear Them |
| 4. Someone To Care | 13. Doncha, Hear Them Bells |
| 5. While The Ages Roll On | 14. Tattler's Wagon |
| 6. I Am Using My Bible For A Road Map | 15. I Believe |
| 7. I Know Who Holds Tomorrow | 16. One Little Candle |
| 8. The Great Milky Way | 17. God Bless Us All |
| 9. Farther Along | 18. Silent Night |

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- | | |
|-----------------------------------|------------------------------|
| 1. GOOD LOVING | 10. JUST WALKIN' IN THE RAIN |
| 2. THE CLOX | 11. FEELING GOOD |
| 3. PLEASE DON'T LEAVE ME THIS WAY | 12. DRAGNET BLUES |
| 4. TOO MUCH LOVIN' | 13. WHY? OH WHY? |
| 5. PLEASE LOVE ME | 14. THIRD DEGREE |
| 6. SHAKE A HAND | 15. 40 CUPS OF COFFEE |
| 7. GET IT | 16. CROSS MY HEART |
| 8. DON'T DECEIVE ME | 17. ONE SCOTCH |
| 9. MERCY? MR. PERCY | 18. CRYING IN THE CHAPEL |

12 SQUARE DANCES & BOOK — \$2.98

You get 12 Square Dance Songs by Hap Williams and others plus Gift Book "Square Dancing" for \$2.98

- | | |
|--------------------|-------------------------|
| 1. MOCKIN' BIRD | 7. CHICKEN REEL |
| 2. FLOP EARED MULE | 8. GOLDEN SLIPPER |
| 3. BUFFALO GAL | 9. RED RIVER VALLEY |
| 4. OH, SUSANNA | 10. ARKANSAS TRAVELER |
| 5. SOLDIER'S JOY | 11. LITTLE BROWN JUG |
| 6. DEVIL'S DREAM | 12. TURKEY IN THE STRAW |
- PLUS BOOK: ☐ 78 RPM ☐ 45 RPM
"Square Dancing For Young And Old"

18 COLLECTORS SONGS — \$2.98

By Snooky Lanson, Bill Lawrence, etc. \$2.98

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|--------------------------------|--|
| 1. TELL ME YOU'RE MINE | 11. TILL I WALTZ AGAIN WITH YOU |
| 2. BYE, BYE, BLUES | 12. DON'T LET THE STARS GET IN YOUR EYES |
| 3. YOU BELONG TO ME | 13. TRYING |
| 4. ANYWHERE I WANDER | 14. EVEN NOW |
| 5. TAKES TWO TO TANGO | 15. GLOW WORM |
| 6. MY BABY'S COMING HOME | 16. HAVE YOU HEARD |
| 7. LADY OF SPAIN | 17. SIDE BY SIDE |
| 8. KEEP IT A SECRET | 18. OH HAPPY DAY |
| 9. HOLD ME, THRILL ME, KISS ME | |
| 10. WHY DON'T YOU BELIEVE ME | |

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The HIT PARADER BAND WAGON OF

A Charlton

TOP TUNES

Feature

GRANADA

DOROTHY DODD AGUSTIN LARA
Granada I'm falling under your spell,
And if you could speak
What a fascinating tale you would
tell.
Of an age the world has long for-
gotten,
Of an age that weaves a silent magic
In Granada today.

The dawn in the sky greets the day
With a sigh for Granada.
For she can remember the splendour
That once was Granada.
It still can be found
In the hills all around
As I wander along.
Entranc'd by the beauty before me,
Entranc'd by a land full of sunshine
And flowers and song.

For soon it will welcome the stars
While a thousand guitars
Play a soft habanera
Then moonlit Granada will live again
The glory of yesterday romantic and
gay.

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MAKE LOVE TO ME

BILL NORVAS ALLAN COPELAND
LEON ROPOL PAUL MARES
BENNY POLLACK GEORGE BRUNIES
MEL STITZEL WALTER MELROSE
Take me in your arms and never let
me go
Whisper to me softly while the moon
is low
Hold me close and tell me what I want
to know
Say it to me gently let the sweet talk
flow
Come a little closer make love to me
Kiss me once again before we say good
night
Take me in your lovin' arms and
squeeze me tight
Put me in a mood so I can dream all
night
Ev'rybody's sleepin' so it's quite all
right
Come a little closer make love to me
When you're near, so help me dear
Chills run up my spine
Don't you know I love you so
I won't be happy until you're mine
When I'm in your arms you give my
heart a treat
Ev'rything about you is so doggone
sweet
Ev'rytime we kiss you make my life
complete
Baby doll you know you swept me off
my feet
Now's the time to tell you
Make love to me.

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TILL WE TWO ARE ONE

TOM GLAZER LARRY & BILLY MARTIN
Take my lips and give me yours
Take my arms and give me yours
Take my heart and give me yours
Till we two are one
Just one kiss if we should dare
Just one love for us to share
Just one ecstasy is there
Till we two are one
There could be heavenly dreams
We take and give for thrillingly,
Willingly moments that we live for
Take my love and give me yours
Take my life and give me yours
Take my soul and give me yours
Till we two are one.

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TIME WILL TELL

BUDDY BLACK
Time will tell
But your lips won't reveal
How your heart seems to feel about
me
Lead me on, lure my love with your
charms
Oh, but say you belong to me
Time will tell you that a lonesome lover
Will soon discover other eyes, other
lips
There's no other, still you're hesitating
My heart you're breaking
Why go on like this

Oh, break this spell
Let's be sweethearts until heaven knows
Only time will tell.
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THE BREEZE AND I

AL STILLMAN ERNESTO LECUONA
The breeze and I are saying with a
sigh
That you no longer care
The breeze and I are whispering good-
bye
To dreams we used to share
Ours was a love song that seemed
constant as the moon
Ending in a strange, mournful tune;
And all about me, they know
You have departed without me
And we wander why,
The breeze and I.

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ANSWER ME, MY LOVE

CARL SIGMAN GERHARD WINKLER
FRED RAUCH
Answer me, oh my love,
Just what sin have I been guilty of?
Tell me how I came to lose your love?
Please answer me, my love.
You were mine yesterday,
I believed that love was here to stay,
Won't you tell me where I've gone
astray?

Please answer me, my love.
If you're happier without me,
I'll try not to care,
But if you still think about me,
Please listen to my prayer.
You must know I've been true,
Won't you say that we can start anew.
In my sorrow now I turn to you
Please answer me, my love.

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YOU'RE MY EVERYTHING

MORT DIXON JOE YOUNG
HARRY WARREN
You're my ev'rything
Underneath the sun,
You're my ev'rything
Rolled up into one.
You're my only dream,
My only real reality,
You're my idea of a perfect personal-
ity.

You're my ev'rything,
Ev'rything I need,
You're the song I sing
And the book I read.
You're away beyond belief,
And just to make it brief,
You're my winter, summer,
Spring, my ev'rything.

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TOREADOR

MARY & NORMAN KAYE
Toreador I saw you standing in the
embers
Of the blazing sun
Toreador then I knew that for me
There'd never be another one
El Matador cape so red
Bander-il-lo shining waiting in your
hand, El Matador
Fate was kind when I caught your hat
I knew you were mine
As you stood there in the arena
Among the sobs and the sighs of the
crowd
The smile on your face was intense
with desire
How my heart cried for you out loud
Toreador, Toreador Toreador
The crowd has gone Toreador
Victory is yours as never before
The prize you've won is only a part
Toreador you've won my heart.

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A direct challenge



to the woman who doesn't use Tampax

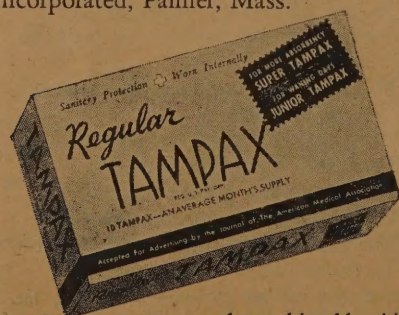
Are you always serene, confident, perfectly poised... *no matter what time of month it is*? Or do nagging doubts on "certain days" make you feel constrained, embarrassed.

Have you ever worried about odor? With Tampax sanitary protection you wouldn't have to. Tampax is worn internally, prevents odor by preventing exposure to the air.

Have you ever worried about ridges? There are no belts, no pins, no bulky external pads with Tampax. Nothing can show because Tampax is invisible, once it's in place.

Has chafing ever bothered you? You can't even feel Tampax once it's in place. You even wear it (without giving it a second thought) in tub or shower.

Tampax has other advantages. For example: it's easy and convenient to dispose of—user's hands need never even touch the Tampax. But why hesitate? Get this doctor-invented product at any drug or notion counter. Your choice of 3 absorbencies: Regular, Super, Junior. Month's supply goes in purse. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising
by the Journal of the American Medical Association

HIT PARADER

A
Charlton
Publication

NORMAN SILVER, ED LANE Editors
ED KONICK, ED BAKER Ass't Editors
CHAD KELLY, EILEEN McGRATH Art Directors
BERNARD PERRY Publicity

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HIT PARADER published monthly by Charlton Publishing Corporation. Editorial and executive offices: Charlton Building, Derby, Conn. Entered as second class matter April 24, 1943 at the post office at Derby, Conn., under the Act of March 3, 1879. Subscription \$3.00 yearly. Price per copy 25 cents. Vol. XII, No. 5, April, 1954. Copyright 1954 by Charlton Publishing Corporation. Printed in U.S.A. Not responsible for loss or non-return of unsolicited manuscripts, songs. Authorized for sale in the U.S. possessions and Canada only.

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OH! MY PA-PA (O Mein Papa)

JOHN TURNER GEOFFREY PARSONS
PAUL BURKHARD

Oh! my pa-pa to me he was so wonderful

Oh! my pa-pa to me he was so good
No one could be so gentle and so lovable

Oh! my a-pa he always understood
Gone are the days
When he would take me on his knee
And with a smile he'd change my tears to laughter

Oh! my pa-pa so funny, so adorable
Always the clown so funny in his way
Oh! my pa-pa to me he was so wonderful

Deep in my heart I miss him so today.
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MAN (Uh-Huh)

EDDY McKEAN DICK GLEASON

A man is a creature we can't overlook,
As easy to read as a page in a book.
He'll boast and he'll brag of the women he spurned,
But just like a doorknob,
His head can be turned.

Uh huh uh huh mm mm mm mm
A man, oh, a man, any woman will say,
Whatever he is, we like him that way.

As strong as an ox or as meek as a pup,
He's just a small boy who will never grow up.
A leader by day, he can make business hum,
Then wind up at night, under some woman's thumb.

Complains that he's henpecked and treated so bad,
But if he's ignored, then he hollers like mad.
He knows all the methods of landing a fish,
But still can't be trusted at drying a dish.

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CHANGING PARTNERS

JOE DARION LARRY COLEMAN

We were waltzing together,
To a dreamy melody,
When they called out, "change partners"
And you waltzed away from me!
Now my arms feel so empty
As I gaze around the floor,
And I'll keep on "changing partners,"
Till I hold you once more!
Though we danced for one moment
And too soon we had to part,
In that wonderful moment,
Something hapened to my heart!
So I'll keep "changing partners",
Till you're in my arms and then,
Oh! my darlin', I will never change partners again!
We were partners again!

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FROM THE VINE CAME THE GRAPE

(From The Grape Came The Wine)

PAUL CUNNINGHAM LEONARD WHITCUP
From the vine came the grape,
From the grape came the wine,
From the wine came a dream to a lover

He was back with Marie on the Isle of Capri
With a million stars shining above her.
Once again he romanced, as they kissed and they danced
And he even heard wedding bells chime.

From the vine came the grape,
From the grape came the wine
And for only a wonderful time.

With a song in his heart
He would sip another little glass of wine

With each sip he would cry
My bella Maria you're mine.
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OUR HEARTBREAKING WALTZ

SIDNEY PROSEN

The dance that we started
So gay and light hearted
Brought tears when we parted
Our heartbreaking waltz.

The dream I still borrow
Will haunt me tomorrow
I'll hear it in sorrow
Our heartbreaking waltz

I knew you could never
Be mine then or ever
Another had claimed you
To her you'd be true

That moment so fleeting
When two hearts stopped beating
Repeating, repeating our heartbreak-
ing waltz.

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MA CURLY-HEADED BABBY

G. H. CLUTSAM

Oh, ma babby, ma curly-headed babby,
We'll sit below de sky, an' sing a song to de moon.

Oh ma babby ma little nigger babby,
Yo' daddy's in de cotton field,
A-workin' for de coon.
So lul-la, lul-la, lul-la, lul-la, by-by!
Does yer want de moon ter play wid?
Or de stars ter run away wid?
Dey'll come if you don't cry;
So lul-la, lul-la, lul-la, lul-la, by-by!
In de mammy's arms be creepin',
An' soon yer'll be a-sleepin',
Lul-la, lul-la, lul-la, lul-la,
lul-la-by!

Oh, ma babby, ma curly-headed babby,
I'll dance yer fast to sleep,
An' lub yer so, as I sing
Oh, ma babby, ma little nigger babby,
Jus' tuck yer head, like little bird,
Below its mammy's wing.

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BAD SKIN?

Here's help in a hurry!



Boys! Girls! Let's face it! About the only kind of party you can enjoy when your skin breaks out in spots—is a masquerade! And that's no fun when the masks come off!



If a teen-age skin problem threatens to cheat you out of your rightful share of popularity and admiration, don't give up! Here's a wonderful new way to help heal externally-caused blemishes, *fast!* The first step is *washing* your face with *greaseless, medicated* Noxzema and water!

Feel the refreshing tingle! The moment you apply Noxzema you feel a cool tingle that tells you Noxzema's famous medicated formula is starting to work on your skin problem — helping skin look smoother, fresher, more attractive.



1 START TONIGHT! Apply Noxzema liberally; wring out a cloth in warm water; then wash as if using soap. How **CLEAN** your skin looks! How much better it feels! Not dry or drawn!

2 HELPS HEAL while you sleep! Spread *medicated* Noxzema over your face and pat a bit extra on any externally-caused blemishes to help heal them fast! Noxzema is *greaseless!* Won't stain pillow!

3 WASH again in the morning with water and Noxzema. Then apply *medicated* Noxzema over your whole face, to soothe and protect your skin all day! It's *greaseless!* Doesn't show!

Generous trial offer! Get 40¢ size jar of Noxzema for only 29¢ plus tax! At drug, cosmetic counters. After using this trial jar, get economical 10 oz. Noxzema for only 89¢ plus tax.



The Fabulous Four Aces Of Song

The scene was the stage of the Paramount Theatre in New York City. The time: not so very long ago, when the Paramount was the last remaining show spot for record talent on the main stem. The theatre was jammed to the seams, with the overflow spilling into the aisles and hundreds of fans lined up outside, waiting for a chance to hear four young men sing as only they can. A reporter called it a mild mob scene, and that was putting it mildly. To these fabulous four gentlemen of song, the Four Aces, it was another big step on their march to the title of "America's Top Quartet."

No vocal group has burst upon show business with such a sock response from the fans and the music business alike as have the Aces. It's startling to look back and see that, in the space of three short years, the boys (Al Alberts, Lou Sivistri, Bob Mahoney and Sod Vaccaro) have captured the hearts and imagination of the American music public. The fall of 1951, not so very long ago, saw a record called "Sin," recorded by an obscure company and four obscure youngsters known as the Four Aces, make their entries into the disk derby. The tune was not different than any other, but the arrangement and the singers were. They were the Aces, and they were

out to show the world that they had it. It took them only a few years, but they proved their point. The boys had arrived.

The secret of the success of the Aces lies in only one fact; they love show business. They love their work, and they love every song they record. It's not an easy road they travel, but their keen sense of showmanship, plus their zest in singing and performing, add up to one hit after another. The boys just can't stand still and sing. Just seeing and hearing them for a few minutes puts you under their spell and makes them "Aces High" in every book. The boys are a great team, and great teams depend on teamwork, which they consistently show as their records climb and their personal appearances grow more numerous.

Ask any platter spinner why he likes the Aces, and his answer will be the same. They sell themselves and their Decca records. When the boys go out on the road, it's practically a twenty-four hour day. They catch sleep only when they are about to drop and visit every jockey in the city where they are appearing. They don't end their promotion there either. After visiting a jockey, they write regularly, just to let him know how things are going. They never forget a friend or a fan.

One incident will show what we mean. A popular Eastern jock was awakened at 4:00 a.m. one morning by a telephone call to his home. Half asleep, he picked up the phone, and before he could wipe the sleep from his eyes, the Four Aces were singing "Happy Birthday" to him. At the time they happened to be in California, crowded into a telephone booth. The boys love the people they meet; and how can you not help loving them after a stunt like that?

On the serious side, the boys will travel all night to appear at a benefit hundreds of miles away. They never forget that it's the public who decides who are going to be stars.

A glance at the top ten records in the country will show you how far the Aces have come. They currently have the honor of holding two big ones on the list, as their "Stranger In Paradise" and "Heart Of My Heart" are among the leaders. This means much more work, but actually it's not work for these boys. They are going to be with us for a long, long time, and their songs and records are going to be greater. Take it from us — it couldn't happen to four nicer guys. The reason the Aces deal in hits is because the four boys who make up the group are hits in themselves.

BELL BOTTOM BLUES

HAL DAVID LEON CARR

I've got the bell bottom blues
'Cause my sweetie is a sailor
And he's sailing somewhere on the sea
I got the bell bottom blues
'Cause I'm crazy 'bout a sailor
And I don't know when he's comin'
back to me
I shake my head and refuse when the
fellers' come a-callin'
And they want to take me on a date
I got the bell bottom blues
While the other gals are fallin'
I must sit around the livin' room and
wait
I wonder if he's lookin' at the same
moon I'm lookin' at
Ev'ry night I'm lookin' at the moon
I know that if he's prayin' for the
Same thing I'm prayin' for we'll be
together soon
I got the bell bottom blues
Just a-waitin' for a letter
Heaven knows I'm lonely as can be
I got the bell bottom blues
And I won't be feelin' better
Till my sailor boy comes sailin' home
to me.

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YOU'RE NEARER

LORENZ HART RICHARD RODGERS

Time is a healer,
But it cannot heal my heart,
My mind says I've forgotten you
And then I feel my heart,
The miles lie between us,
But your fingers touch my own,
You're never far away from me,
For you're too much my own.

You're nearer than my head is to my
pillow,
Nearer than the wind is to the willow,
Deader than the rain is to the earth
below,
Precious as the sun to the things that
grow.

You're nearer than the ivy to the wall
is,
Nearer than the winter to the fall is,
Leave me, but when you're away
You'll know you're nearer
For I love you so.

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L. B. Harms Co., sole selling agent for U. S. and
Canada.

FOR SALE

(One Broken Heart)

FRANCES KANE BOB ECTON

For sale one broken heart
Filled with memories and dreams
that won't come true
For sale one broken heart
Owner leaving town there's nothing
else to do
My ev'ry dream held you alone
I thought you cared somehow
But you built castles of your own
And so I'm crying now
For sale one broken heart
One that's tried and true
And so in love with you.

Copyright 1953 by Weiss and Barry Inc.

DON'T ASK ME WHY

WALTER REISCH A. ROBINSON
JOE YOUNG ROBERT STOLZ

Don't ask me why I'm leaving,
Don't ask me why.
Don't ask me why I'm grieving,
Don't ask me why.
Oh I just want to tell you
I'll miss you so,
And love you forever,
Forget you never.
Tho' you may hear me sighing,
Don't ask me why.
I know you'll see me crying,
Don't ask me why.
Tomorrow to a new love
You'll whisper you're a true love;
Then no more you'll be asking me why
The song is through,
The song I heard you singing;
The notes turned blue
They're all in discord too.
The song is through, no harmony is
ringing,
Just echoes of a melody in memory that
haunts me.

The roses that I brought to you,
Have faded like your love song too
The song is through.
Don't ask me why I'm leaving,
Don't ask me why
Don't ask me why I'm grieving,
Don't ask me why.
Oh I just want to tell you
I'll miss you so,
And love you forever,
Forget you never.
Tho' you may hear me sighing,
Don't ask me why.
I know you'll see me crying,
Don't ask me why.
Tomorrow to a new love
You'll whisper you're a true love;
Then no more you'll be asking me why.

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Berlin. Copyright 1931 by Harms Inc.

A LETTER AND A RING

HAL DICKINSON

The story of a letter and a ring
And the heartache just a note can bring
Where it used to say "my darling"
It just says "my dear"
Funny how a single word makes
ev'rything so clear
Tears fall on a letter and a ring
Tears that mean the end of ev'rything
And because my heart can see
That this can never be.
I'm returning your ring
'Cause I couldn't return your love.

The story of a letter and a ring
And the heartache just a note can
bring
Where it used to say "my darling"
It just says "my dear"
Funny how a single word makes ev'ry-
thing so clear

Tears fall on a letter and a ring
Tears that mean the end of ev'rything
And what broke this heart of mine
Was just one little line,
"I'm returning your ring
'Cause I couldn't return your love.

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New Mum with M-3 kills odor bacteria ...stops odor all day long

Amazingly effective—just use daily. So sure, so safe for normal skin. Safe for clothes. Gentle Mum is certified by the American Institute of Laundering. Won't rot or discolor even your finest fabrics.

No waste, no drying out. Delicately fragrant new Mum is usable, wonderful right to the bottom of the jar. New fragrance. Get a jar today and stay nice to be near.

For sanitary napkins—Mum is gentle, safe, dependable... ideal for this use, too.

A Product of Bristol-Myers

THE MUSIC STAFF

A great big hello to you!

Here it is practically Spring again and time for all the winter stuff, such as ice skates, skis and old records about snow and ice, to be put away for quite a spell, while we look around for the first flowers and the first tunes about love and stuff. Looking just like a brand new spring flower is the April issue of HIT PARADER, ready and willing to be read and enjoyed by all of you.

It's almost impossible to predict the success of any song put out on the market. Yet, if the tune was written by top songwriters and recorded by top artists, there is a pretty good chance that it may become a hit. We always like to talk about songs that make the grade overnight without too much fanfare. The last song to do this was "Tennessee Waltz." Now, another tune has reached these heights, and there is quite a story attached to it. If you haven't guessed the title, it's "Oh My Papa."

Four of the greatest guys we know in show business are setting and selling records at a fantastic rate. They are the wonderful Four Aces, and their recordings are grabbed up as fast as they are pressed. The Decca stars are one of the most popular groups ever to sing a note, and we asked them how they do it. When they told us the story, we just couldn't get over it. These boys are on the go all the time, and they visit and correspond with disk jockeys in every city where they appear. Why they are so popular with everybody, from fans to music publishers, is told in their own story in this month's HIT PARADER.

We have rounded up a very unusual feature for the "Ballroom" this month, and we think you will like reading about a different type of band. We feature the Los Angeles City College Band, which won a nation-wide contest for young new bands. This bright new combine is definitely on the way up, and you can get the facts in the "Ballroom" section. Speaking about our regular features, your pal Johnnie Ray returns to answer all the questions you've written in. We also have some swell informal shots of Johnnie when he appeared in Las Vegas, Nevada, recently. Our high school feature takes us out to sunny California and Hoover High School in Glendale.

Here's some big news for all of you. We would like to start a "Letters To The Editor" section, telling us about the doings of your fan clubs, disk jockeys and musical events around your town. How about sending in a clear, glossy photograph with your letter? Maybe you will end up looking at your own picture in HIT PARADER. Let us know what you think. Address it to: Letters To The Editor, HIT PARADER, Derby, Conn.

Till then,
Bye now

WOMAN (Uh - Huh)

DICK GLEASON

A woman is something both evil and good,

But too complicated to be understood,
An angel when lovin', a devil when mad.

A woman can make you both happy and sad.

Uh - huh uh - huh mm - mm mm - mm

Oh! woman, oh! woman, oh!

What can she be, whatever she is,
She's necessary.

Afraid of a cockroach,
She'll scream at a mouse,
But she'll tackle a husband as big as a house,
She'll take him for better,
She'll take him for worse,
She'll bust his head open,
And then be his nurse.

She's bashful, deceitful, keen-sighted and blind,
Simple and crafty and cruel and kind,
In the morning she will,
In the evening she won't
You're always a thinkin' she will,
But she won't.

Copyright 1953 by Studio Music Co.

ADI-ADIOS AMIGO

SUNNY SKYLAR VALENTI DI LAZZARO

I've always been a rover,
I rode the trails all over
And never lost my heart.
Whenever I'd surrender to kisses that were tender

The dream would fall apart. But,

Adi, adios amigo
Sorry but I cannot stay.
I found someone sweet and fair
Who's waiting for me down in Santa Fe.

Adi, adios amigo,
Pretty soon the bells will chime
Guess it's very plain to see
How happy I will be when I make her mine.

Oh, one day near the border
I met a senorita with eyes like candle light.
Her lips were red as rubies,
Her voice was soft and gentle,
Her hair as dark as night. So,

I'm selling all my cattle
And hitchin' up my saddle
And leaving town tonight.
Don't keep the fire burnin',
Don't think I'll be returnin',
Once I get out of sight.

I'm sorry I can't linger,
There's something for her finger
I'm buying at the store.
When I get where I'm headin'
There's gonna be a weddin'
To someone I adore. Oh,
Copyright 1953 by Edizioni Musicali DiLazzaro
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TILL THEN

EDDIE SEILER SOL MARCUS GUY WOOD

My love will leave you "never,"
So kiss me goodbye and smile;
"Till then" can't mean forever,
But it certainly could mean "awhile."

Till then my darling please wait for me,

Till then no matter when it will be,
One day I know I'll be back again,
Please wait till then.

Our dreams will live

Tho' we are apart,

Our love I know will keep in our hearts,

Till then when all the world will be free

Please wait for me.

Although there are oceans we must cross,

And mountains that we must climb,
I know ev'ry gain must have a loss,
So pray that our loss is nothing but time,

Till then let's dream of what there will be,

Till then we'll call on each memory,
Till then when I will hold you again
Please wait till then.

Copyright 1944 by Pickwick Music Corp.

Y'ALL COME

ARLIE DUFF

When you live in the country,
Ev'rybody is your neighbor
On this one thing you can rely,
They'll all come to see you,
And never leave you,
Sayin' y'all come to see us by and by.

Y'all come (y'all come)
Y'all come (y'all come)
Oh, y'all come to see us when you can,
Y'all come (y'all come)
Y'all come (y'all come)
Well y'all come to see us now and then.

Kinfolks a-comin',
They're comin' by the dozen,
Eatin' ev'rything from soup to hay
And right after dinner,
They ain't lookin' any thinner,
And here's what you hear them say:

Grandma's a-wishin'
They'd come to the kitchen
And help do the dishes right away
But they all start a-leavin',
Even tho' she's a-grievin',
You can still hear grandma say:

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SECRET LOVE

(Columbia Record by Doris Day)

PAUL FRANCIS WEBSTER SAMMY FAIN

Once I had a secret love
That lived within the heart of me,
All too soon my secret love
Became impatient to be free,
So I told a friendly star,
The way that dreamers often do,
Just how wonderful you are,
And why I'm so in love with you.
Now I shout it from the highest hills,
Even told the golden daffodils;
At last my heart's an open door,
And my secret love's no secret anymore.
Copyright 1953 by Remick Music Corp.

TO LOVE YOU

(Italia Mia)

PAUL SIEGEL PAUL FRANCIS
JOHNNY ROBBA U. BERTINI
NINO RAVASINI

Quell' az-zur-ro del tuo cie-lo pu-ro
E' co-me glioc chi d'u-na bella donna
Che si spec-chia-no sul mar
E il tuo so-le fa bril-lar
Chi t'a-do-ra co-me me
Can-ta sog-na e in-vocca te.

To love you I would do anything
Your love could mean so many things
My life begins and each day would
be thrilling

If only you would say that you are will-
ing

Believe me our love would be divine
Darling tell me that you will be mine
Kiss me and say you love me
For if you do all my dreams would
come true

And I'd live just to love you.

Italia Italia Mia!

Bella co-meil tuo cie-lo.

C'e in te l'ar-den-te ca-rez-za del so-le;

C'e in te il can-to di dol-ci parole.

Italia Italia Mia!

Terra, che fa so-gna-re ogni cuor.

Nulla puo far scorda-re

Il cielo e il ma Ore che san-no

Cantare e a tut-ti sor-ri-de-re.

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I FOUND YOUR LETTER

BILLY VAUGHN

I found your letter

On our wedding day

Your letter told me

That you had gone away

You had another you wanted for your
own

Our wedding bells were ringing

But I stood there alone.

I found your letter

On our wedding day

Although you love another

You're in my heart to stay

Although you've hurt me

I'll never love you less

When I found your letter

I lost my happiness.

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IF I NEVER GET TO HEAVEN

JENNY LOU CARSON ROY BOTKIN

If I never get to Heaven

It will be for loving you.

It's so easy for a heart in love to sin.

Oh, I want to go to heaven;

Please, believe me, dear, it's true,

But I'm afraid the angels might not
let me in.

'Cause I've schemed and I've lied

To keep you by my side,

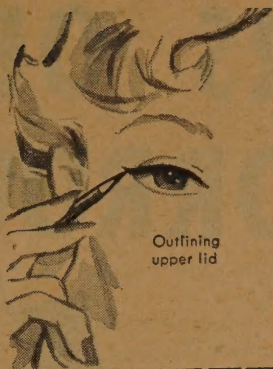
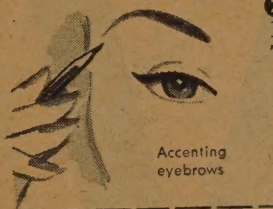
And I'd even beg and steal if you
wanted me to.

Right or wrong, I'll always love you

Till the world comes to an end,

So, if I never get to Heaven I'll blame
you.

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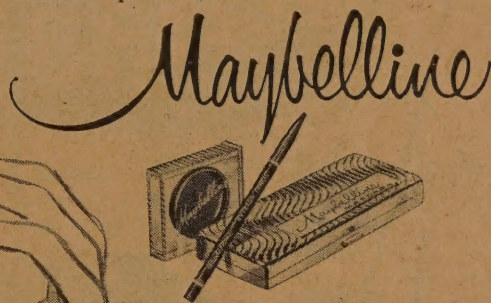
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upper lidAccenting
eyebrowsMascara (plus
Eye Shadow)3 quick tricks
to eye beauty

① With Maybelline soft Eyebrow Pencil, draw narrow line across upper eyelids, at base of lashes, adding short up-stroke at outer corner. Soften line with fingertip.

② Next, use short, light upward strokes of the Maybelline Eyebrow Pencil, to form beautiful, expressive brows. Taper lightly at outer end. Soften effect with fingertip.

③ Apply smooth Maybelline Mascara from base to tips of lashes, brushing upward. (Hold a few seconds to set "up-swoop.") For an extra touch of mysterious eye beauty, blend a bit of Maybelline Eye Shadow on upper lid.

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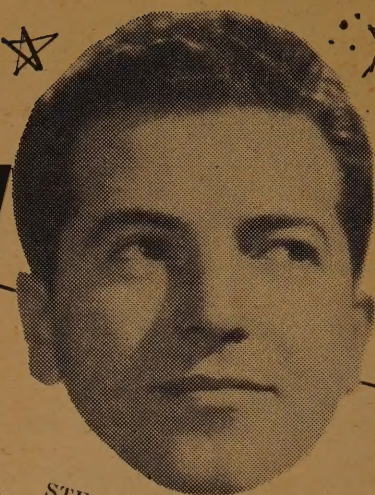
STARS OF TOMORROW



SANDY SOLO

Twenty-eight-year-old Sandy Solo is an amputee. He lost both arms when his plane crashed on the island of Palawan during World War II, while on active duty with the U. S. Air Force. After the crash, Sandy was transferred to the McCormack General Hospital in Pasadena, California. There, the call for entertainers among the patients went out, and Sandy volunteered to do his part, going from ward ward singing with a small musical group. After a few months, he began to think seriously of a singing career.

Sandy travelled to New York, where he appeared on — and won — the Arthur Godfrey Talent Scout Show. From there, he spotlighted his own show over WMGM, New York, for 20 months.



STEVE GAYNOR

Steve Gaynor was born in New York City 27 years ago. At the age of 5, he and his family moved to Paterson, New Jersey, where he began singing on kiddie shows.

Four years ago, while vacationing at the Swan Lake Hotel in Swan Lake, New York, his friends coaxed him into singing for the guests. The hotel booking agent heard him and was so impressed he booked him into every first rate hotel on the Borscht Circuit, including Grossinger's and Concord. In between engagements, Steve cut a demonstration record. This waxing was played for Derby Records, and the next morning Steve joined the Derby roster. His first two sides for the label are "Too Much In Love To Care" and "A Million Stars."



JAYE P. MORGAN

Jaye P. Morgan at 21 is a veteran of 18 years in show business. At the age of 3, Jaye made her first appearance before an audience as part of The Morgan Family, a singing and dancing act.

When Jaye was nine years old, the family decided to move to Hollywood, California. After graduating from High School, Jaye went out as a single. Frank DeVol, the famous arranger and conductor, heard the lovely redhead and signed her with his band.

Then fate, in the guise of Larry Newton, President of Derby Records, stepped in. While visiting California, Larry heard Jaye sing and signed her, along with the DeVol band, to a recording contract. After her first hit, "Just A Gigolo," Jaye is on her way to stardom.

VICKI BENET

Introducing Vicki Benet, a cute little songbird from out California way. This versatile vocalist made a grand debut on the Yellow and Black of MGM. Her first two tunes, "When He Takes Me In His Arms, Mmm" and "Two Lovers," were swallowed up by the record buyers and the nation's top platter spinners.

Vicki has soft blond hair, a wonderful voice and figure to go with it. She has been appearing on many disc jockey shows throughout the country, and everybody in and out of the trade thinks that the gal has it.

Watch and listen for her next offering with MGM, for this gal looks like she will be one of the big stars of the future.



IF YOU LOVE ME

(Really Love Me)

GEOFFREY PARSONS MARGUERITE MONNOT
If the sun should tumble from the sky
If the sea should suddenly run dry
If you love me, really love me,
Let it happen, I won't care.

If it seems that ev'rything is lost
I should smile and never count the cost

If you love me, really love me
Let it happen, darling, I won't care.

Shall I catch a shooting star?
Shall I bring it where you are?
If you want me to, I will
You can set me any task
I'll do anything you ask
If you'll only love me still.

When at last our life on earth is through

I shall share eternity with you
If you love me, really love me
Then whatever happens, I won't care.

Copyright 1949, 1953 by France-Music Corp.
Sole selling agent Duchess Music Corp.

FLIRTATION WALTZ

LESLIE SARONY R. HEYWOOD

How well I can remember one night in September,

The time and the date and the place.
Just like a little butterfly
You seemed to flutter by,
Smiling and so full of grace.
We wandered in the ball-room,
A spacious and tall room,
The atmosphere happy and gay.
Then they announced a new dance,
They called it "flirtation,"
And that is what prompts me to say.

Sweet memories I recall of that flirtation waltz,

When we danced at the ball to that gay flirtation waltz.

I thrilled when I held you near with your cheek close to mine,
You just went to my head
Like a rare beautiful wine.

Oh could we but dance again
To that flirtation waltz,
Hear the haunting refrain
Of that sweet flirtation waltz
Soft music and shaded lights
Raised a hope that was false,
I still live the delights of that grand flirtation waltz.

Copyright 1952 by Bourne Music Ltd.

CALL ME ANYTIME AT ALL

GEORGE BROWN NACIO PORTER BROWN

Call me anytime at all if you need me,
I'll be at your beck and call,
Anytime at all you want me,
I'll be there to understand,
To lend a helping hand.
Even though we two have parted,
And I know there's someone new.
Should things go wrong and you awake,
And find you've made a big mistake,
Call me anytime at all,
Just call me anytime at all.

Copyright 1953 by Kahl Music, Inc.

THE JONES BOY

MANN CURTIS VIC MIZZY

The whole town's talkin' about the Jones boy,

The Jones boy, the Jones boy.

The whole town's talkin' about the Jones boy,

He acts mighty peculiar now.

The whole town's sayin' he was a good boy,

A nice boy, a swell boy,

The whole town thinks that he's not a well boy,

He just isn't the same somehow.

He hops, he jumps, so merrily over the water pumps,

He stops and then, he'll come to a pump and he'll jump again,

They're buzzin' over the fences

That he's gone out of his senses.

The whole town's talkin' about the Jones boy,

That poor boy, the Jones boy,

But I just happen to be the Jones boy,

And I happen to be in love,

Yes, I happen to be in love.

Copyright 1953 by George Pincus Music Co.

WHY

BUDDY FEYNE MAURICE SHAPIRO

Why am I so in love, why am I all aglow?

Why is the moon above,

So much brighter since I know you?

Why do you light my way like a star, when you're near?

Why does the music play, whenever you appear?

Who knows the answer, who could be so wise?

I find the answer, each time I look in your eyes.

So, hold me close, hold me fast,

While the years hurry by,

Long as our love will last,

It doesn't matter why.

Copyright 1951, 1953 by Ivan Mogull Music Corp.

LITTLE MISS ONE

(Going On Two)

PAUL HEBERT EDDIE OLIVER

"Little Miss one," going on two,

Gee but it's fun, being daddy to you,

Watching you grow, and trying to walk,

The first thing we know, you'll be able to talk.

"Little Miss one," going on two,

Life's just begun, smiling brightly on you,

For one tiny kiss, my world's at your feet,

My armful of bliss, adorably sweet.

Your mommy is so beautiful,

And you look more like her ev'ryday,

But that laugh in your eyes,

When you've had a surprise,

Looks like your dad in a way.

Your brother, who's four, going on five,

Worships you more than his bike in the drive,

So this is the song, my heart sings for you,

"Little Miss one," going on two.

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WOMEN!

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WEARING
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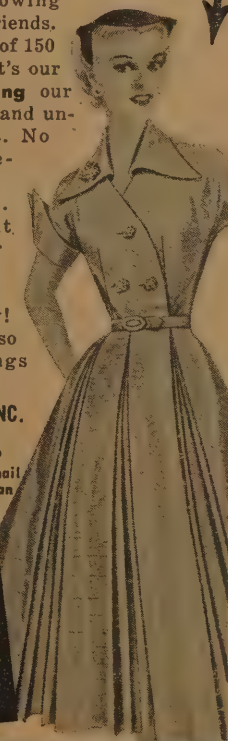
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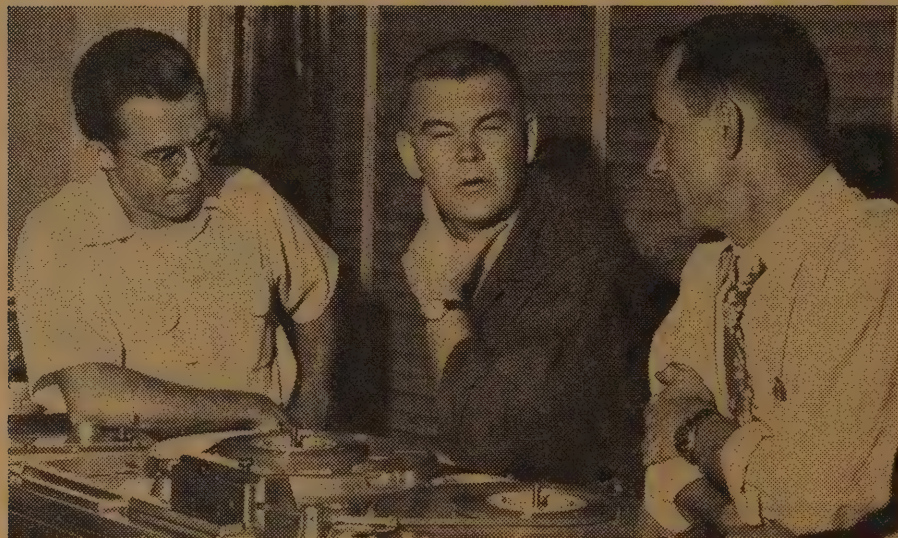
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the BALLROOM



After the band's first recording and playback is checked, three principles talk it over. L. to R.: engineer, Dave Dexter of Capitol and Bob MacDonald



One of the boys in the band sits in at the drums during disc session



Bob keeps the beat, as the band's reed section takes off on a number



A shot of the leader of the band in action. He's busy Bob MacDonald



The trumpet section of the Los Angeles City College Band stands up to give out with a smooth reading of one of the standards the outfit recorded awhile back

People in show business are always looking for something new and different. New faces and personalities are always showing up, and, if they have something that hasn't been seen or heard before, they are a hit. In the band business it's a tough proposition to come up with a new slant, but a group of youngsters — and that's exactly what they are — are currently setting the country talking about their new sounds in music. We are going to meet the kids who perform with the Los Angeles City College Band, our guests in "The Ballroom."

Not so very long ago, a nation-wide contest was run to find the most exciting new amateur band in the land. First prize was to be a recording contract with Capitol Records and a string of personal appearances. Entries began to pour in, and the judges were besieged with all types of demonstration recordings, tapes and even some personal appearances. The judges were looking for a fresh new approach and a good danceable beat. When all the entries were in, it didn't take long for the final decision. The winner, by a comfortable margin, was the Los Angeles City College Band.

Now let's look at the outfit itself. The name Los Angeles City College Band tells you what kind of an organization this is. The band is made up of college students attending the school. The boys had been playing together, and, while at school, they decided to try their hands at the contest. One of the leading figures behind the organization is Bob MacDonald, who is the leader. The sidemen who make up the outfit really give it the old college try — and what music they can make! They now record for Capitol, and their records of the old standards are being heard more and more each day.

In the informal shots of the combine that HIT PARADER has presented, you can see just how a band operates. We have photos of the different parts of the orchestra, plus a shot of leader MacDonald, with Dave Dexter of Capitol listening to the playback of their first recording.

SHE WAS FIVE AND HE WAS TEN

MIKE DI NAPOLI JUNE BURNETT
SHERM FELLER

She was five and he was ten,
Twice as old as she was then,
She was much too young for him in
puppy love.

As the years went rolling by,
He was fifteen and quite a guy,
But she was ten, still too young for
him to love.

And then as he grew older
He changed his point of view.
When she was seventeen
He was only twenty two.
So he fell in love you see,
And it all began when she was only
five

And he was ten in puppy love.
Copyright 1953 by Roxbury Music Co.

KISS OR GET OFF THE SPOT

SID WAYNE JOE SHERMAN

Kiss or get off the spot
Get off the spot that's reserved for love
Kiss or get off the spot
Shoo shoo shoo shoo shoo
Squeeze or move over please,
Move over please, please move over
Please squeeze or move over
Please do do do do do
Other boys don't wait so long
To see if love is right or wrong
Must you freeze to kiss or squeeze,
And shake like water on the knees
Kiss or get off the spot
Get off the spot that's reserved for
love

Kiss or get off the spot
Shoo shoo, shoo shoo shoo shoo.
Copyright 1953 by Duchess Music Corp.

SENIOR

HAROLD ADAMSON HUMBERTO TEIXEIRA

Senior, senior, senioritas sigh
When you walk by, senior.
What's more, senior,
I believe you know just what they're
sighing for.
Senior, senior, when you meet the
senorita you adore.
Will you sing beneath her balcony
A lovely Latin melody
And if she says, "si si" will you
encore?

Or will you just pack up your guitar
And stay the bach'lor that you are
And get yourself a new amor, senior?

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YOU ARE THERE

TED VARNICK NICK AQUAVIVA

When I walk all alone you are there
When I look at a rose you are there
When I dream about spring
And the song you would sing
It reminds me of the love we used to
share

Now you're gone and my heart wonders
where

If you'd call I would run anywhere
Though the journey may be far
Like from here to a star I would go,
If I'd know you are there.

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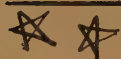
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NEW BROADWAY HIT- *Kismet*



The Broadway beat brightened up the past month, as one of the biggest music shows of the season settled down for a long run. The show is called "Kismet," and the songs from the production are already dotting the top ten. Sparkling numbers, like "Baubles, Bangles And Beads," "Stranger In Paradise" and "He's In Love," make it a must for visitors to the big town.

The leading role of "Kismet" is carried by Alfred Drake, who, during the past years, has earned the title of "Broadway's leading leading man." On the female side, lovely Doretta Morrow and Joan Diener take the vocal and beauty spotlight. Glenn Burris also cops top honors.

The score for the show was adapted from Alexander Borodin by Robert Wright and George Forrest. It's a great big production — a musical "Arabian Nights."



The gorgeous blonde is Joan Diener, who plays a leading role in the show. Strange as it may seem, Joan majored in psychology, while at college



Stars of "Kismet," Doretta Morrow and Alfred Drake, in a duet



Three very lovely Princesses of Ababu in the story of "Kismet" are played by, L to R: Patricia Dunn, Bonnie Evans and Reiko Sato. Quite a royal family!



The gal star of "Kismet" is beautiful and talented Doretta Morrow

STRANGER IN PARADISE

ROBERT WRIGHT GEORGE FORREST

Take my hand, I'm a stranger in paradise

All lost in a wonderland,
A stranger in paradise.
If I stand starry eyed
That's a danger in paradise
For mortals who stand beside
An angel like you
I saw your face and I ascended
Out of the common-place into the rare!
Somewhere in space I hang suspended
Until I know there's a chance that you care;

Won't you answer the fervent prayer
Of a stranger in paradise?
Don't send me in dark despair
From all that I hunger for
But open your angel's arms
To the stranger in paradise
And tell him that he need be a stranger
no more.

Copyright 1953 by Frank Music Corp.



The rousing star of the show is Alfred Drake, well known to show business

BIMBO

ROD MORRIS

Bimbo, is a little boy who's got a million friends,
And ev'rytime he passes by, they all invite him in.
He'll clap his hands and sing and dance,
And talk his baby talk,
With a hole in his pants and his knees a-stickin' out,
He's just big enough to walk.

Bimbo, Bimbo, where ya gonna go-e-o?
Bimbo, Bimbo, whatcha gonna do-e-o?
Bimbo, Bimbo, does your mommy know
That you're goin' down the road
To see a little girl-e-o.

Bimbo's got two big blue eyes that
Light up like a star,
And the way to light them up
Is to buy him candy bars.
Crackerjacks and bubble gum
Will start his day off right,
All the girlies follow him just a-beggin'
for a bite.

Bimbo, Bimbo, candy on your face-e-o
Bimbo, Bimbo, chewin' on your gum-e-o
Bimbo, Bimbo, when you gonna grow?
Ev'rybody loves you, little baby Bimbo.

You never catch him sittin' still,
He's just the rovin' kind,
Altho' he's just a little boy,
He's got a grown-up mind.
He's always got a shaggy dog
A-pullin' at his clothes,
And ev'rybody calls to him
As down the street he goes.

Bimbo, Bimbo, where ya gonna go-e-o?
Bimbo, Bimbo, whatcha gonna do-e-o?
Bimbo, Bimbo, does your mommy know
That you're goin' down the road
To see a little girl-e-o.

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JELLY ON MY HEAD

(Jelly On My Toes)

BOB MERRILL

Jelly on my head, jelly on my toes,
Jelly on my popo, jelly on my nose.
Laughin' and a-lickin', havin' me a time,
Jelly on my belly, but I liked it fine.

When I was a baby boy
I was mama's pride and joy,
Mama called me "jelly roll"
'Cause I loved that jelly bowl.

Had a puppy all my own,
Neven even touched a bone,
Followed me just ev'ry place,
Jes' so he could lick my face.

All that jelly bye and bye,
Made me round as I was high
Daddy said: "land's sake alive,
Look-it Mister five by five."

Now when we have company
Why does mom embarrass me,
Shows my baby photograph,
Ev'rybody starts to laugh.

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AIN'T THAT A GRAND AND GLORIOUS FEELING

JACK YELLEN MILTON AGER

Is there anyone present
Who was ever in love?
If so, you know how I'm feeling
right now
Ev'rything is so pleasant
Sun is shining above
If you're in love, gee whiz!
You know just how it is.

When there's somebody who you can
cuddle up to,
Ain't that a grand and glorious feel-
ing?
When you're hugging her there
In that cozy old chair,
Ain't that a grand and glorious feel-
ing?
Every little kiss does you so much
good
You're so full of bliss,
You just feel like knocking wood!
And when you "nacherly" guess
That she's goin' to say "yes,"
Ain't that a grand and glorious feeling?

Ain't it sad when you're lonely?
Ev'rything is so blue
Those birdies don't sing,
Life don't mean a thing
Then along comes the only little girlie
for you
It certainly is strange
How ev'rything does change.

Copyright 1927 by Advanced Music Corp.

MAMA'S GONE, GOODBYE

PETER BOCAGE A. J. PIRON

Fare thee well mama's gone goodbye
No use to cry no use to sigh
For years you've dogged me 'round,
Now's the time to let you know
What's on my mind.
I'm goin' away,
Don't ask me to stay,
Fare thee well I've been to school
Learned a brand new rule
I ain't no fool
I'm goin' to get a man to treat me right,
One who'll stay home ev'ry night,
Fare thee well
Mama's gone, goodbye.

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IN THE STILL OF THE NIGHT

COLE PORTER

In the still of the night,
As I gaze from my window,
At the moon in its flight,
My thoughts all stray to you.
In the still of the night,
While the world is in slumber,
Oh, the times without number,
Darling, when I say to you:
"Do you love me as I love you?
Are you my life to be, my dream come true?"
Or will this dream of mine fade out
of sight
Like the moon growing dim, on the rim
Of the hill in the chill,
Still of the night?

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PERRY COMO continues to pile up votes as America's favorite vocalist. Since coming to New York from Canonsburg, Pennsylvania, some 20 years ago, the casual crooner with the boyish smile has been a constant "top ten" performer on RCA Victor recordings. In addition to his huge success on wax, Perry has been a natural for radio, TV, night clubs and movies. His latest discs, "Pa-paya Mama" and "You Alone," enjoy hit ratings.



VIC DAMONE, the singing ex-GI from Brooklyn, owns a truly amazing success story. In 1945, he rose from the rank of usher at New York's Paramount to that of night club and radio star — via an assist from the Arthur Godfrey Talent Show. Five short years later, Vic made his film debut in MGM's "Rich, Young And Pretty" and became a recording sensation on the Mercury label. His most recent platter is entitled "To Love You."



BOB MANNING, whose good looks and smooth way with a song have set teen-age hearts pounding, began singing for pay at the age of 18. He gained valuable experience with the Ziggy Elman and Art Mooney bands; then turned to radio in his home town of Philly. Next came a contract with Capitol, and young Bob was on his way. His recording of "The Nearness Of You" was a best seller, while his latest, "Venus De Milo," shows great promise.



AL MARTINO came out of the Marines in 1945 to settle down to his trade — bricklaying. But Al just couldn't stay away from singing, and, a few years ago, he went to New York, won the Godfrey Talent Show and waxed "Here In My Heart" on a minor label. The song became such a smash that he was signed to an exclusive Capitol recording pact. "All I Want Is A Chance" and "Sweetheart Of Mine" are his newest releases.

RICOCHET (Rick-O-Shay)

LARRY COLEMAN NORMAN GIMBEL
JOE DARION
They warned me when you kissed me
Your love would Ricochet
Your lips would find another
And your heart would go astray.
I thought that I could hold you
With all my many charms,
But then one day you ricocheted
To someone else's arms,
And baby,

I don't want a Richochet romance!
I don't want a Richochet love!
If you're careless with your kisses,
Find another turtle dove!
I can't live on Richochet romance!
No! no! not me!
If you're gonna Richochet, baby,
I'm gonna set you free!

I knew the day I met you
You had a rovin' eye.
I thought that I could hold you
What a fool I was to try.
You promised you'd be faithful
And you would never stray,
Then like a rifle bullet,
You began to Ricochet,
And baby,

When you announced our wedding
You made me mighty proud.
I whispered two was company
But you preferred a crowd.
You buzzed around the other girls
Just like a busy bee
And when you finished bussin',
Cousin you buzzed back to me, and
baby.

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IF YOU SHOULD SAY GOODBYE

AL HOFFMAN DICK MANNING AL TRACE
If you should say goodbye
(The rose would fade and die)
If you should say goodbye
(The stars would leave the sky)
I'm so in love with you
(I don't know what I'd do)
If you should say goodbye
(Music)
If you should leave me now
(The moon would lose its glow)
If you should leave me now
(I'd miss you so, I know)
The clouds above would cry
(The rain would fill the sky)
If you should say goodbye.
(Music)
I had a dream last night
That you found someone new
I saw him hold you tight,
And my heart broke in two.
That's why I say, my love,
(The rose would fade and die)
If you should stray, my love,
(The stars would leave the sky)
I'm so in love with you,
(I don't know what I'd do)
If you should say goodbye,
(Music)
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HIT PARADER'S PICTURE



John and Sondra Steele shown doing their famous Coral recording of "My Happiness." This tune grabbed the "Best Single Record Of 1948" award



Nelson Riddle, top Cap. conductor, shows off kiddie records to family



Dragnet's Jack Webb looks at piano, the theme for Jack's new T. V. series



Three gobs and a doll, natch, go to see "Three Sailors And A Girl," Warner's newest musical. The doll in this case happens to be pert Toni Arden



Keefe (Eddie Cantor) Brasselle comes to New York for the preview of "The Cantor Story." Here Keefe points out Eddie's pic at Educational Alliance



D. J. Lloyd Nelson WDHR, Savannah, (sitting) hosts Johnny Long

PARADE



Les Paul and Mary Ford show their pet pooch the inside of an old-time recording machine that still works. Les and Mary would sound good on any recorder



On the set of "A Star Is Born," Sid Loft and wife Judy Garland cut cake



While entertaining the boys at Sampson Air Force Base, Coral songstress Karen Chandler visits with various d.j.'s in the area. Here she is at a stop in Rome, N. Y.



Ray Anthony seems up in the air about his "Oh My Pa-Pa" disc



Woody Herman (R) guests with d. j. Stan Pat of WTNJ in Trenton, N. J.



Perry Como and Ray Milland snapped during rehearsals for a recent show in New York. Judging from their smiles, Perry and Ray seem to be enjoying it



HARRY JAMES
EDDIE FISHER

EDDIE CALVERT
RAY ANTHONY

A song about dear old dad has kicked up one of the most terrific storms to hit the record industry in many-a-disc-ade (whoops, we mean decade). "Oh My Pa-Pa" has taken off like a scared sabre jet. In less than one month, the tune has zoomed into the Number One spot on the hit parade. Even more amazing than the speed with which it broke is the staggering number of copies the many versions of the record have sold. "Oh My Pa-Pa" shapes up easily as the biggest record of this young new year. We may be sticking our necks out, knowing all the uncertainties of the record business as we do, but a 2-million seller is a rare animal, and pretty hard to beat.

This tune became a hit the hard way. It had to travel three thousand miles, and then some, to achieve the huge success it is having. Actually "Oh My Pa-Pa" is almost three years old. It was first published in Zurich, Switzerland, in 1950, as a show tune. There was a great amount of hubbub surrounding the show itself. First produced as "The Black Fish," it later opened as the "Feurwerke" (fireworks) in Hamburg, Germany, this past fall. During these post-war days Hamburg has fast been replacing Berlin as the Reichland's cultural center, so, when the production played the town, it was heralded after the fashion of American press agency.

Great disc-overies happen oftentimes through sheer chance. For, as

chance would have it, Mr. Elliott Shapiro, of the world renown Shapiro-Bernstein publishing firm, was in London last September on business. Mr. Shapiro "flipped," as we say in the record business, on hearing the tune. He immediately bought the copyrights and cabled New York to get everything ready for a recording session.

The next thing the great music-listening public knew Eddie Fisher was blasting away with another tremendous hit. In addition, another big disc on the same song has won a place in every teen-age heart. It was done by a virtually unknown English trumpet player named Eddie Calvert. This young man with a horn does a beautiful trumpet solo, backed by a lush choral arrangement sighing the title words. Mr. Shapiro feels that this particular version has done more than any other piece in recent years to establish the trumpet as a solo recording instrument.

The clamor for the tune, whose lyrics were written in the United States by John Turner and Geoffrey Parsons, has been so great that Shapiro-Bernstein alone has published nine separate scores. In addition to the now fabulous Fisher record, RCA Victor has waltz, samba and saxophone solo sides out on it. Other waxings have been etched by Harry James on Columbia, Ray Anthony on Capitol and Russ Morgan on Decca.

THAT'S AMORE

(That's Love)

JACK BROOKS HARRY WARREN

In Napoli, where love is king,
When boy meets girl,
Here's what they sing:

When the moon hits your eye
Like a big pizza pie, that's amore,
When the world seems to shine
Like you've had too much wine, that's amore.

Bells will ring, ting-a-ling-a-ling,
Ting-a-ling a-ling, and you'll sing
"Veeta bella."

Hearts will play, tippy tippy tay,
Tippy tippy tay like a gay tarantella
(lucky fella).

When the stars make you drool just like
pastafazool,
That's amore.

When you dance down the street
With a cloud at your feet, you're in love.

When you walk in a dream
But you know you're not dreaming,
Signore,

Scuzza me, but you see, back in old
Napoli,
That's amore.

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BROKE, BAREFOOT, AND STARRY-EYED

DON ROSELAND RAY CORMIER

I don't wanna get away from you
I don't wanna find a love that's new
So keep me broke,
Keep me barefoot, keep me starry eyed

I don't wanna let my fancies roam
I don't ever wanna stray from home
So keep me broke keep me barefoot
Keep me starry eyed
I've set my heart apart to just belong to you

And night and day, if you're away
I'll be tried and true
So my darlin', if you're really smart
You won't ever let me change my heart

You'll keep me broke, keep me barefoot,

Keep me starry eyed.

Copyright 1953 by Leeds Music Corp.

AGAIN AND AGAIN AND AGAIN

HOWARD MILLER

Kiss me again, and again, and again.
Make this moment divine
Say you're mine, only mine
Love me again, light a fire in my brain

Make my heart and my soul
Yours alone to control

Hold me, caress me
And as you kiss me
Whisper your love
And set my heart aflame
Thrill me once more
Like you thrilled me before
As you kiss me again, and again, and again.

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POPPA PICCOLINO (Papaveri E Papere)

BOB MUSEL RASTELLI & PANZERI
MASCHERONI

Oh listen to the music I hear,
Old Poppa Piccolino is near,
To win a smile or maybe a tear
Before traveling on.

A vagabond who wanders along,
A millionaire, but only in song,
As though the world might really be-
long to him.

This fellow plays a melody so mellow
That ev'ryone keeps shouting "Bello,
Bello."

All over Italy they know his concertina,
Poppa Piccolino, Poppa Piccolino.
He plays so prettily to ev'ry signorina,
Poppa Piccolino from sunny Italy.
No matter what the calendars show,
It can't be spring and I oughtta know
Until I hear him singing "hello, hello,
I'm here again.

A flower in his batter'd old hat,
A smile for ev'ry doggie and cat.
And children get the friendliest pat of
all.

I'll give his name, so if you ever meet
him,
Then you will know exactly how to
greet him.

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CARELESS

LEW QUADLING EDDY HOWARD
DICK JURGENS

Careless now that you've got me loving
you

You're careless careless in ev'rything
you do.

You break appointments and think you
are smart

If you're not careful you'll break my
heart.

Careless now that my bridges all are
burned

You're careless careless in things where
I'm concerned

Are you just careless as you seem to
be

Or do you just care less for me.

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COMPLETELY YOURS

JIMMY CRAIG

Completely yours I'm yours to have
and own

Completely yours I'm yours and yours-
alone.

At times I've tried to recapture
The love that I gave to you

But find I'm a slave to you, to you,
only you.

Completely yours no matter where I
go

My love endures more than you'll ever
know

I haven't tried to hide it, or tell you
discreetly,

I love you completely, I'm completely
yours.

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Mrs. J. R. S., Wyo.

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HIGH ON A WINDY HILL

JOAN WHITNEY ALEX KRAMER

High on a windy hill
I feel my heart stand still
Oh I can hear you calling my name
Into a misty blue
I go in search of you,
There in the shadows, calling in vain
Why are you just beyond me?
When will I see your face?
Why do you just elude me
And leave me this lonely space?
Oh! into eternity,
Your love will beckon me
I can't forget your voice that calls my
name

Copyright 1940 by Broadcast Music Inc.

MY SONG TO YOU

JOE DILALLA MERLE JACOBS

This melody is my song to you
This melody will explain to you
It's my heart singing out to you
A love only hours new
But new as it seems
It's happened for years and years
The moon only knows the tears were
shed in its beams

Listen to me it's my serenade
This melody is the heaven you made
All my life I looked for you
Now I've got you adore you
From your kiss a new world grew
This love refrain is my song to you.

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TWO LLAMAS FROM LIMA

GEORGE BELLAK PAULO ALENCAR
DORIS HALPERN

Down in Lima, Peru, on a sunny day,
You can see two llamas chattin' away;
They'll be waggin' their beards
And lookin' so wise,
But they're just a couple of flirty old
guys;

Two la-la-lla-mas, two la-la-lla-mas,
Two la-la-la-la-la-la-la-la llamas;
Two la-la-lla-mas, two la-la-lla-mas,
Two la-la-la-la-la-la-la-la llamas.

Said llama one to llama two,
"What are you doin' in Lima, Peru?
Said llama two, "I've come to town,
I hear there are some llama beans
around.

Two la-la-llamas,

Two la-la-llamas, two la-la-la-la-la-la-la-la

Two la-la-llamas, two la-la-llamas,
Two la-la-la-la-la-la-la-la llamas.

Said llama two to llama one,
"What are we doin' here out in the
sun?

"Said llama one, "Let's get some shade
And drink some tasty gin and lla-ma-
nade.

Two la-la-llamas,

Said llama one to llama two,
"I'm getting tired out, walking with
you"

Said llama two, "you're right, old bean,
Come on, let's ride, I'll call my
llamasine."

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DISC JOCKEY

FAVORITE SINGING STAR

Introducing Mike Rapchak, who says: "From my program 'Matinee For The Mrs.,' Monday thru Friday on WAAF here in Chicago, I've got a chance to present a variety of recorded musical entertainment for the listening public.

"Concerning your question of the all-time, all-around recording artist, without hesitation I answer Nat 'King' Cole — with Les Brown's orchestra running a very close second. I'm sure that this is not earth-shattering news to the people in the trade, but, as Nat has told me, for instance, there are many teen-agers that don't know that he is a great jazz pianist. Mrs. Maria Cole, Nat's wife, states that he is the 'greatest' jazz piano man in the world. I second the motion!

"Many of his fans who buy his re-

One of the "biggest" d.j.'s in the country is popular "Tiny" Markle from WAVZ in New Haven, Conn. Tiny writes: "It's a tough job picking the top star out of the present group of up-and-coming artists, but being pinned down, as I am here, I'd have to say Capitol's Bob Manning seems to have the edge on the rest of the field.

"Why? Well, Manning has just about everything a young singer needs to make good nowadays. First, of course, he has the voice. It's an excellent voice with a certain deep quality that gives him a style of his own. To go along with that, Bob seems to be able to capture the feeling of the song he is singing. He knows his lyrics, so to speak. The next time you hear one of his recordings, listen closely and you'll hear what I mean. When he



MIKE RAPCHAK, WAAF

ords today don't know that there was a Nat 'King' Cole before 'Mona Lisa' and 'Somewhere Along The Way.' I wonder how many people who are entranced by Nat's 'Pretend' and 'Return To Paradise' know that the King Cole Trio was voted the outstanding small musical combo for many years running in trade polls across the country?

"There has been a King Cole since 'F.S.T.,' 'My Lips Remember Your Kisses,' on through 'Route 66' and 'This Is My Night To Dream' and on to 'Mona Lisa,' with many pleasant listening stops along the way. If I were asked which record ever cut by any artist in the popular field would I consider the finest, I would answer 'The Christmas Song' by Nat. His Kiddie Album for children is one of the most charming things ever put on wax, and if you check the records, you'll see it led in sales for a couple of years.

"To call him versatile would not do him justice. I reserve one adjective for Nat 'King' Cole—GREAT!"



TINY MARKLE, WAVZ

sings his song, he's really putting something out. Every song Bob's done so far has been that way. First there was 'The Nearness Of You,' which went over so well. Now there's 'Easy To Remember' and 'I Feel So M-m-m-m-m-m-m.'

"And then, of course, is one of the finest compliments ever paid a young singer — a compliment I didn't originate, but agree to heartily: 'He sings in the old Dick Haymes style.'

"So, there are the voice qualities Bob has. On top of that he has looks, build and the right temperament to reach the top. By that I mean Bob is willing to work at his profession without letting success go to his head, as has happened with so many young singers in the past. All in all, he's a handsome young guy with a fine voice and a real desire to get ahead in a tough business. As far as I'm concerned, he's a sure thing to make it . . . that is, if there is such an animal in the record field."

PLATTER PATTERN

PROGRAMMING A D. J. SHOW

From KSUM Fairmont, Minn., here's Jim Barkley.

"I hail from a small town in the tall corn state of Iowa . . . Odebolt, by name . . . spelled, pronounced and laughed at whether read or spoken. Incidentally, you chew it like such: O-dee-bolt. Well, from Odebolt I went to Minneapolis to school, then to KSUM in Fairmont, Minn., where I've been for the past three years.

"Just recently I was promoted to Program Director of KSUM. I also handle two record shows, namely 'Sincerely yours, J. B. — D. J.,' a two-hour disc show every day Monday thru Friday from 2 to 4 p. m. On Saturdays it's a four-hour wax session, as I give them a ride on the 'Platter Parade,' using disc jockeys to report the 'top tunes' from across the nation. I local-

We move down South for our next guest disc jockey, and we end up in the bustling city of Norfolk, Virginia, famous for the Navy and some of the best jockeys in the land. We tune in on LaVerne Watson, who takes over from here.

"Music for dancing and romancing takes the spotlight on my musical 'Invitation,' aired each evening from 11:00 p.m. to 1:00 a.m. over WCAV, Mutual for Norfolk, Virginia. From the 850 spot on the dial I invite listeners to relax and listen to the finest and smoothest recordings available.

"Many have called the pen-scratch format unique. It opens with the theme 'Invitation' by Les Baxter. Then with a pen-scratch background, I present my invitation. 'You are cordially invited to be my guest for the next two



JIM BARKLEY, KSUM

ize the show by presenting the fifteen 'top tunes' for Southern Minn. and Northern Ia. The entire procedure is well received by the sponsors and listeners of KSUM.

"As for myself, I enjoy all kinds and types of music. However, the popular field takes the lead. All of these artists rank high with me: Nat 'King' Cole, Joni James, Vic Damone, Perry Como, Eddie Fisher, Doris Day, Jo Stafford, Rosemary Clooney, Ralph Flanagan, Ray Anthony (tops), Buddy Morrow, T. Dorsey, Ralph Marterie, George Shearing, Liberace, Art Mooney, Hugo Winterhalter, Guy Lombardo.

"There's one thing; as a dee jay, a fellow, whether on radio or TV, has a wonderful opportunity to promote public service items as well as get results for the clients and keep listeners. It's an ideal way to 'cheer' for real honest-to-goodness BROTHERHOOD! Lord knows we need it! So . . . let's do just that and stop cutting some of these songs to make them sound like a 'sex promotion.' Right?!"



LAVERNE WATSON, WCAV

hours. I have music for dancing and music for romancing . . . for you! Signed . . . sincerely . . . LaVerne Watson.' From here on I sustain the quiet, relaxing mood, with background music by George Shearing, Earl Garner and Nat Brandyne. Every record is hand-picked to carry out the easy, romantic atmosphere of this late-evening show.

"With the help of local merchants, three lucky listeners each evening receive an 'invitation for an evening out.' By answering a carefully chosen question correctly by phone, the winners receive movie tickets to one of the first class theaters of Norfolk and dinner at one of Norfolk's leading restaurants. The question is usually concerned with the movie world, the theater or music.

"I feel that this type of program is one answer to the question, 'What is good for late evening programming?' The simple, yet effective, format, featuring fine music, sparked with a participation contest, has what it takes to attract the late-evening listener."

YOU MADE ME LOVE YOU (I Didn't Want To Do It)

JOE MCCARTHY JAMES V. MONACO

You made me love you,
I didn't wanna do it,
I didn't wanna do it,
You made me want you,
And all the time you knew it,
I guess you always knew it,
You made me happy sometimes,
You made me glad,
But there were times dear,
You made me feel so bad
You made me sigh for,
I didn't wanna tell you,
I didn't wanna tell you,
I want some love that's true,
Yes I do, 'deed I do,
You know I do.
Gimmie, gimmie what I cry for,
You know you got the brand of kisses
That I'd die for,
You know you made me love you.
Copyright 1913 by Broadway Music Corp.
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THE GIRL OF TODAY

NORMAN LEYDEN CHARLES GREAN

I've been waitin', I've been patiently
a-waitin'
For an old fashioned girl to come my
way.
And I guess that I'd be waitin' yet
If I hadn't met the girl of today.
And I thought I'd want a cozy little
cottage
With a wife who could bake and make
a stew,
But now I'll have my breakfast
In a streamlined kitchenette,
Some coffee served with kisses
Is the only thing I'll get,
But she'll be sittin' on my lap
In front of a T. V. set,
That's the girl of today.

Oh the kind of girl that dear old dad
would marry
Stayed at home keeping house 'most
ev'ry day.
But now you'll find her ev'rywhere
On land, on sea and in the air,
The girl of today.
You could take a buggy ride or go out
walkin'

With an old fashioned girl down
lover's lane.

But now they come and call for you
In ultra modern cars;
They'll beat you playing tennis
And they golf way under par.
They're glamour girls, career girls,
They are just like movie stars,
They're the girls of today.

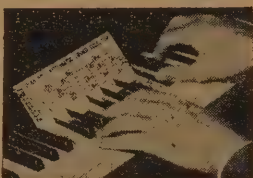
Oh they used to go for very long
engagements,
Ah, but things seem to change from
day to day,
Why yesterday I met her and I liked her
modern style;
We made a date to meet today for
just a little while,
Tomorrow I'll be married and go
walkin' down the aisle
With the girl of today.

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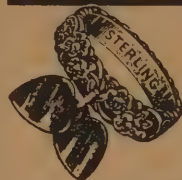
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DISC JOCKEY

PROGRAMMING A D. J. SHOW

"This is Gordon Norman Eaton out here in Minneapolis, Minn. WCCO listeners know me only by the Gordon Eaton (or Gordy) label. A disc jockey? Only in the broadest implications of the term. I conceive, write, produce and announce programs where records and transcriptions are used. To that extent, I'm a disc jockey. I fail to qualify as a d.j. in the accepted sense because I don't play a song because it's a 'hit.' I don't have a crystal ball and thus feel unsafe in predicting any record will be "... the greatest thing since . . ." and 'surveys' play a very minor role in shaping or influencing any program I do. I don't play requests.

"Eaton For Dinner" — A punny title? Yes. Why not? It's on the air at the dinner hour. I'm the Maitre de

"Keep it cheerful — keep it bright."

That is what Ron Johnson keeps in mind when selecting music for the "Alarm Clock Club" heard over KALG, Alamogordo, New Mex., Monday through Saturday from 6:00 a.m. to 8:45 a.m.

Music is kept on the happy side, with male and female singers being alternated so as not to have the girls outnumber the boys or vice versa, and features plenty of instrumentals. That is the formula that has made the "Alarm Clock Club" so popular in that section of the country.

Alamogordo, The Rocket City — where the first atomic bomb ever to be exploded was set off — is the home of Holloman Air Development Center, where rocket research and development is conducted. As a result, Ron John-



GORDON EATON, WCCO



RON JOHNSON, KALG

of discs, and the name seemed a natural. A balanced blend of things which might be welcome in thousands of Northwestern homes at 6:15 . . . that's my aim. At least one instrumental, if possible; a bright novelty, usually for an opener; one of the better ballads, because love songs are always right. These are the minimum ingredients. Whatever else is needed for the 'balanced blend' I mentioned is readily available.

"Little known personal notes about the men and women who make the music . . . these are added for flavor. For example, 'The Fontane Sisters include a blonde, brunette and a red-head and they are sisters.' The Ames Brothers were a championship basketball team, amateurs of course, in Boston. 'Vic Damone's real name is Vito Farinola.' Maybe I'm wrong, but it seems to me this beats the worn cliches, the trite drivel which so many d.j.'s use as verbal crutches.

"I'll now borrow the title to my theme song and say, 'You're welcome 'Any Old Time!'"

son's listening audience consists of not only natives from the "Land of Enchantment" and neighboring states, but people from metropolitan areas: New York, Chicago, Los Angeles, Detroit, etc. Thus, the music on the "ACC" is heard by people from different parts of the country with different tastes in music.

Ron found that the way to keep everybody satisfied was to play happy music — bright, cheerful tunes. According to R. J., there is one particular style of music everybody seems to like, whether they are from Del Rio, Texas, or New York City, and that is the honkey-tonk piano. Johnny Maddox, Joe "Fingers" Carr and Frankie Froeba are great favorites of "Alarm Clock Club" followers, and you can count on hearing that rag-time piano anytime you tune in to the 1230 spot.

Of course, with the happy music goes the very important time signals, weather reports and chatter. Put them all together, inside the honkey-tonk piano, if you wish, and you have Ron Johnson and the "Alarm Clock Club."

PLATTER PATTERN

PROGRAMMING A D. J. SHOW

Al Owen from WMID, Atlantic City, N. J., says: "My program is titled 'The Music Room' and is heard daily from two 'til five p.m. Summers — here at the world's playground — I do my show from the beautiful Brighton Hotel Pool and Cabana Club, along our famed Boardwalk. Here we play host to the recording stars whose songs fill the pages of HIT PARADER. Perhaps my biggest thrill was fulfilled last summer when I was happily selected to act as Master of Ceremonies of the fabulous Miss America Pageant.

"Frankie Laine, the lad with the happy faculty for turning out hit after hit, year after year, rates as my all-time favorite singing star. Add to his amazing success string the fact that he is affable, personable and down to earth, and you find the ingredients

On our trip throughout the forty-eight states, we land this time in the City of Brotherly Love, Philadelphia, Pennsylvania. One of the top record spinners in Philly is a young man from station WFIL. Dick Clark is his name, and it's a by-word with radio fans in the Quaker City. We asked Dick to tell us how he programs his show, and he was quick to tell us it's lots of music and not too much chatter.

Dick wrote us a little note to keep his story short and to the point. That's just what we are going to do, so right now we want you to meet a real swell guy and a top record spinner.

"Hello . . . I'm Dick Clark. Here in Philadelphia I manage to keep busy with three hours of music every day on my 'Caravan' over WFIL, two commercial TV shows a week and a satu-



AL OWEN, WMID

that keep Laine on top, rolling along like 'Old Man River.'

"I always enjoy his visits to the shore, where we sit over dinner or along the water, talking. Music is generally the topic, and Frank is intense about the subject. Here's one artist who hands out bouquets to the writers of the songs he sings, the guidance of company officials like Mitch Miller and the importance of those around him, like his accompanist Carl Fischer. Watch Frank on a stage and you see a real performer, with his familiar gestures and his good natured kidding with the audience, the band, and his accompanist. Frank likes to do the town and see other acts perform. He remembers the years he spent before hitting the top, and he'll go out of his way to help and encourage someone he feels has talent.

"My favorite Laine songs? Well, I'd include 'I Believe,' 'Jezebel,' 'I Let Her Go,' (A tune that never became a big hit) and his new 'Blowing Wild.'



DICK CLARK, WFIL

ration schedule of personal appearances. I'm busy almost every minute of the day, but I enjoy my work to the fullest.

"The question at hand is: 'How does one program a d.j. show?' Well, I spend an hour and a half every day preparing my three hours of music. It's angled early in the day to Mom; later, to Mom and the teen-aged kids; and near dinner to Dad and the family. The music naturally follows a pattern, changing with the audience pattern. During my three hours spinning the music that I think the particular audience wants to hear, I have found that one half hour of any type of music is sufficient to please all concerned. Each half hour is a separate programming idea, with individual features worked in.

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YOU GET

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DO IT QUICKLY AT HOME!

Now you can look years younger and much more attractive this new easy way. Don't wait until you can do nothing to remove the common **BLEMISHES** and the coarse-looking **BAD SKIN** others see in that external top layer called epidermis. **NOW** join thousands of happier

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REMOVE PAD AND USE AS PANTIES OTHER TIMES

Wonderful under slacks, sport shorts and beach wear.

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Please rush two (2) **Comfo-Gards** in an unmarked package. I will pay postman \$1.98 plus postage. If not satisfied after 60 days I may return **Comfo-Gards** for a full refund of the purchase price.

My waist size is _____

Name _____

Address _____

City _____ Zone _____ State _____

☐ Check here if you enclose \$1.98 and Malen pays postage. Same refund offer holds.

DOWN BY THE RIVERSIDE

(Columbia Record by The Four Lads)

DAZZ JORDAN

I met my little blue-eyed doll
Down by the riverside
Down by the riverside-down by the
riverside
I met my little blue-eyed doll
Down by the riverside
Down by the riverside
(I worked my courage up and)
Asked her for a little kiss
Down by the riverside down by the
riverside
Down by the riverside
I asked her for a little kiss
Down by the riverside down by the
riverside
She said "have patience little man
I'm sure you'll understand
I hardly know your name"
I said "if I can have my way
Then maybe some sweet day
My name and yours will be the same
(She smiled at me and I could see)
I'd wed my little blue-eyed doll
Down by the riverside down by the
riverside
Down by the riverside
I'd wed my little blue-eyed doll
Down by the riverside down by the
riverside.

Copyright 1953 by Larry Spier, Inc.

ROCK ISLAND SHUFFLE

PAUL CAMPBELL JOEL NEWMAN

Oh, the Rock Island line it is a mighty
good road
Oh, the Rock Island line it is the road
to ride
The Rock Island line it is a mighty good
road
Well, if you want to ride you got to
ride it like you find it
Get your ticket at the station for the
Rock Island line.

It's cloudy in the West looks like rain
Bought me a ticket on a railroad train
Pour on the water shovel on the coal
Stick your head out the window see
the drivers roll

The seven forty five was always late.
But arrived today at a quarter to eight
The engineer said when they cheered
his name
We're right on time but this is yester-
day's train

The engineer said before he died
There's two more drinks that I would
like to try
The conductor said what can they be
A hot glass of water and a cold cup of
tea

The east bound train was on the west
bound track
The northbound train was on the south
bound track
The conductor hollered now ain't this
fine
What a peculiar way to run a railroad
line.

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WON'T SOMEBODY ANSWER
THE PHONE

IRVING GORDON

My darling and I had a quarrel
I've phoned him but I can't get
through
If he isn't home then where is he?
If he's out, gee I wonder with who?
Won't somebody answer the phone
Won't somebody answer the phone
As long as it rings I keep thinking
things
Won't somebody answer the phone

Oh is he with Gladys or Sally
Tonight is he having a fling
Tonight has he brought someone
flowers

I would die if he brought her a ring
(a ling a ling a ling)
Won't somebody answer the phone
Won't somebody answer the phone
As long as it rings
I keep thinking things,
Won't somebody answer the phone

I hope that my baby forgives me
I'm prayin' to heaven above
I'm soon gonna run out of nickles
But I know I won't run out of love
Won't somebody answer the phone
Won't somebody answer the phone
As long as it rings
I keep thinking things,
Won't somebody answer the phone.

Copyright 1953 by Edwin H. Morris & Co., Inc.

LET ME LOVE YOU

JAY LIVINGSTON RAY EVANS

Take my arms, take my lips,
Let me love you!
For my arms and my lips
Are lonely for you!
I am here, you are near,
Let me love you!
Let your lips know the kiss
That's only for you!
You could excite me so much
With ev'ry caress!
You and the thrill of your touch
I long to possess!
Be my own, mine alone,
Let me love you!
And I'll love you with all my heart
and soul!

Copyright 1953 by Famous Music Corp.

I KEEP TELLING MY HEART

ROGER DEAN MEL VAN

I keep telling my heart,
Things are not what they seem
I keep telling my heart,
This is only a dream
When I'm out with the crowd
In our old rendezvous
I keep watching the door,
Hoping you might walk through
I keep telling my heart,
That it must bear the pain
That the loveliest rose
Follows yesterday's rain
Who cares if friends are saying we're
through
I'll go on believing in you,
And we'll make a new start,
I keep telling my heart.
Copyright 1953 by Duchess Music Corp.

The Town Crier

By JOHNNIE RAY



Johnnie takes a spin on the famous model train in Las Vegas, Nevada



Time out for a golf lesson as Johnnie takes it easy while on a P. A. tour

(This is the fourth in a series of articles by Columbia Records' top male recording star, Johnnie Ray. Your fine response to the column makes both Johnnie and the HIT PARADER staff very happy as we sure like to see your questions pop up in the mailman's pouch. Keep 'em coming!)

We'd also like to remind you that anyone wanting a picture of Johnnie can get one by addressing their requests to: Johnnie Ray, HIT PARADER, Derby, Conn.)

★ ★ ★

Dear Fans:

Many of you have written, asking me how to break into show business. If you are really serious about making show business a career, the best advice I can give to you is to work very, very hard and not to become discouraged by disappointments. Show business success does not happen overnight; it takes years of planning and working to achieve your goal.

Perry Como, as you probably know, worked as a barber before making enough to support his family through singing; Frank Sinatra was a professional boxer for a short time; Eddie Fisher helped his dad sell fruit in Philadelphia, his home town.

As for myself, I held many jobs while striving for a career in show business. Among the many, I worked as a counterman in a soda fountain;

a car-hop in a hamburger joint; a bell-hop; in fact, the closest I came to glamour in those days was a brief stint as a night club pianist. Unfortunately, I never could quite count on whether it would be beans or steak — or, for that matter, anything at all — for dinner. My income from the night club job depended purely upon the enthusiasm and generosity of my audiences. You see, my first "professional" singing job drew no salary. I sang for tips.

In conclusion, in show business, as in everyday life, faith, hard work and a firm belief in what you are doing are the yardsticks for success.

Now to answer a few of the questions that you've sent in:

To Connie Corbett, Montreal, Can.: Yes, Johnnie Ray is my real name. I was born January 10th, 1927, in Dallas, Oregon.

To Betty McCord, Philadelphia, Pa.: No, I do not get home to see my folks as much as I would like to, as I am kept pretty busy with personal appearances. I was able to get home a few months ago for a week.

To Joanne Saitta, Cliffside Park, New Jersey:

You ask my plans for the future, Joanne? I'll have to stop a moment and think about this. I guess I would like to be doing exactly what I am doing now.

That's all the space I have left this month, so I'll close by wishing you the best of everything.



The "Town Crier" with a relic of the days of old as Johnnie poses with a horse drawn fire wagon on display at Las Vegas. Johnnie was a big hit there.

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PLAY GUITAR LIKE THE COWBOYS DO... *only 8¢* A LESSON

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Is your English holding you back? You can gain greater confidence, win new friends, make more money—through **BETTER ENGLISH.** Free 32-page booklet tells how you can become a more effective speaker, writer, and conversationalist without going back to school. New, easy method takes only 15 minutes a day. Costs little. For your **FREE** booklet, send a card or letter. No obligation—no salesman will call.

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Only by **KILLING THE HAIR ROOT** can you be sure **UNWANTED HAIR IS GONE FOREVER.** Brings relief and social happiness. Do not use our method until you have read our instruction book carefully and learned to use the **MAHLER METHOD** safely and efficiently. Used successfully over fifty years. **SEND 5¢ TODAY FOR BOOKLET** *NEW BEAUTY FOR YOU*
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ADDRESS _____
CITY _____ STATE _____



Against the sunny California sky stands beautiful Hoover High School in Glendale. Hoover has consistently ranked high in both scholastic and athletic events

(Since we started our column, "High School Hi-Lites," over six months ago, we have received hundreds of letters asking us to spotlight certain schools throughout the country. We are now in the process of writing to many of the schools for information, but as you can imagine, it's going to take some time.)

Talking about favorite schools, we move out to California in this issue to see how Herbert Hoover High School does things up. We hope that you will find some useful hints on running your own school programs, and if any questions should arise, just drop us a line and we will forward it to the particular school you wish an answer from.)

★ ★ ★

Every football team has its queen, and the "Tornadoes" of Herbert Hoover High School in Glendale, California, are no exception. On "Beat Glendale Day," highlight of our football season, the Football Queen is presented and crowned. "Beat Glendale Day" is a special event concocted to promote spirit for our all-important game with Glendale High, Hoover's crosstown rival. The victory bell (which the winner of the game keeps for the following year) is brought out, and a real crazy time is had by all.

Still reigning in the realm of recordings out Hoover way is that classic, "Dragnet." The famous monotones of "Dum-de-dum-dum" may be heard at any time—and usually are. This year the Pep Club's campaign slogan, "Join the Pep Club," was adapted to the "Dragnet" theme.

Another of the most important events of the school year at Hoover is the Senior Prom, held in late fall. Senior girls vie for the esteemed title of Prom Queen, whose coronation is celebrated during the Prom. Students rack their brains in the hope of coming up with the theme that will secure two tickets to the Prom for them. One of the most beautiful social activities of the term, the Senior Prom is looked forward to by all.

Following in a close second is the Junior Prom, which is usually held in early June. The Juniors always try to keep up with their worthy elders in decorations and band, ticket sales, etc.

The Junior Prom never fails to remain a wonderful memory of fun at Hoover for the graduating seniors.

Girls have their fling in early Spring on "Slack Day," when all gals wear slacks or pedal pushers to school. A contest is held to judge the cutest outfits, a fashion show is presented by one of Glendale's leading stores and a stunt show is put on.

Later on in the semester, our boys take over the school administrative offices and become teachers for the day. Special assemblies are planned, and the gals really feel left out on "Boys' Day."

No doubt the most important feat of the year—excepting graduation—is "Scroll Day." On that grand occasion, the school yearbook, "The Scroll," eagerly awaited all year, is presented and distributed, the outstanding senior boy and girl are crowned "Personality" King and Queen and class time is used for the signing of "Scrolls."

One of Hoover's most prominent students is Bill Zaun, student body president. An outstanding football player and an active participant in class and student body offices and affairs, Hoover is proud to claim him as its president and leader.



An all-around athlete and student for Hoover High is genial Bill Zaun

THE BAION

BEN RALEIGH PAULO ALENCAR
The Baion has got a beat,
It's designed for happy feet;
You love the rhythm the moment you
start,
The tempo matches the beat of your
heart;
It's more exciting than anything you've
known;
The latin magic you find in the Baion;
So put on your dancing shoes,
Do the dance that's making news;
Give it a whirl with the girl you adore,
And as it goes to her toes more and
more,
That latin rhythm can melt a heart of
stone,
And she will love you for doing the
Baion!
It's bright it's gay
It gives you the happiest time;
It seems to say "come on in, the music
is fine!"

Copyright 1953 by Simon House, Inc.

IF IT'S THE LAST THING I DO

SAMMY CAHN SAUL CHAPLIN
If it's the last thing I do,
I'll make you mine,
Darling, the first thing is you,
In my design.
Just like the stars guard the moon
above me,
That's just how I'll guard our love;
So love me, please love me!
If it's the last thing I do,
I'll take your hand,
And tho' I won't say a word,
You'll understand
I'll build a dream just for two,
And then I'll make it come true,
If it's the very last thing I do!

Copyright 1937 by Crawford Music Corp.

JUST ANOTHER CHANCE

STUART ALLEN HENRY MANCINI
Give me just another chance to hold
you tight
Just another chance to make things
right
There's no other one but you
Who can do the things you do to me
I'm a crazy fool to love you so
Must you be so cruel and still say no
Can't you give in and let me win
Just another chance with you.

Copyright 1953 by Leeds Music Corp.

SYLVIE

HUDDIE LUBBETTER PAUL CAMPBELL
Sylvie Sylvie Sylvie Sylvie
Bring me a little water, Sylvie,
Bring me a little water now,
Bring me a little water, Sylvie,
Ev'ry little once in a while.

Sylvie, Sylvie, I'm so hot and dry,
Sylvie, Sylvie, can't you hear,
Can't you hear me crying?

Sylvie, Sylvie, I'm so hot and dry,
Sylvie, Sylvie, a little drink of water
Wouldn't satisfy me.

Copyright 1953 by Folkways Music Pub., Inc.

THE GUY WITH THE VOODOO!

JACK ADRIAN STAN FREEMAN
When I first laid eyes upon this guy
the other day,
I'd've passed him by, but instead,
He looked just like a guy I used to
know,
And so I walked up to him and I said:

You remind me of the guy,
What guy?
The guy with the voodoo!
Who do?
You do?
I do what?
You remind me of the guy.
You remind me of the guy,
What guy?
The guy with the voodoo!
Who do?
You do!
I do what?
You remind me of the guy, named
Jim,

Don't you remember Jim?
His last name's a little dim.
Who?
Jim!
Oh!

I never heard of him.
But, you remind me of the guy,
What guy?
The guy with the voodoo!
Who do?
You do!
I do what?
You remind me of the guy.
Of the guy
For a minute you looked like Kilroy,
You've got Yehudi's gleam in your
eye,

You could be the little man who wasn't
there,

But you remind me of that guy!

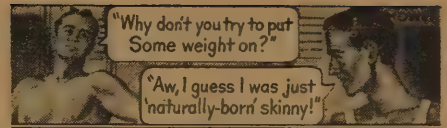
Well, we're getting nowhere fast,
And so I'd better go,
But before I say "toodle-oo"
I think that there is something that
you ought to know,
You remind me of somebody too.
Who?

Paul,
Did he have a brother Saul?
And wasn't he kinda tall?

Yeah!
Who?
Paul!
I don't know him at all.
Still 'n' all,
You remind me of the guy,
What guy?
The guy with the voodoo!
Who do?

You do!
I do what?
You remind me of the guy.

Copyright 1950 by Duchess Music Corp.



**GIVE ME 15 MINUTES A
DAY AND I'LL GIVE YOU
A NEW BODY**

Would you believe it? I was
once a skinny 97-pound
weakling. I was ashamed to
strip for sports or for a swim.
Girls snickered at me behind
my back. Folks said I was
just "naturally-born skinny!"

Then I discovered my mar-
velous new muscle-building
system—"Dynamic Tension."
And it turned me into such
a complete specimen of man-
hood that today I hold the
title, "The World's Most Per-
fectly Developed Man."

WHAT'S MY SECRET?

When you look in the mirror and see a healthy,
husky fellow smiling back at you—then you'll be
astonished at how fast "Dynamic Tension" gets
results!

"Dynamic Tension" is the easy, natural meth-
od that you can practice in the privacy of your
own room—just 15 minutes each day—while your
scrawny chest and shoulder muscles begin to
swell . . . those spindly arms and legs bulge
. . . and your whole body starts to feel full of
zip, self-confidence, new energy!

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from cover to cover with actual
photographs and valuable ad-
vice. Shows what "Dynamic
Tension" can do, answers vital
questions. Page by page it shows
what I can do for YOU.

This book is a real prize for
any fellow who wants a better
build. Yet I'll send you a copy absolutely FREE.
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point in your whole life! So don't put it off!
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SOUTH OF THE BORDER (Down Mexico Way)

JIMMY KENNEDY MICHAEL CARR

South of the border down Mexico way
That's where I fell in love
When stars above came out to play
And now as I wander my thoughts
ever stray

South of the border down Mexico way
She was a picture in old Spanish lace
Just for a tender while I kissed the
smile upon her face

For it was "Fiesta" and we were so
gay

South of the border down Mexico way
Then she sighed as she whispered
"Manana"

Never dreaming that we were parting
And I lied as I whispered "Manana"

For our tomorrow never came
South of the border I rode back one
day

There in a veil of white by candlelight
she knelt to pray
The mission bells told me that I
mustn't stay

South of the border down Mexico way
Ay! Ay! Ay! Ay! Ay! Ay! Ay! Ay!
Ay! Ay! Ay! Ay! Ay! Ay! Ay! Ay!

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THE LATELY SONG

SAMMY CAHN SAMMY FAIN

Lately, I just float lately,
Just like in a trance,
I hear whippoorwills, whippoorwills,
all-a the time,
And the feeling I feel is mighty close
to sublime!

Lately, I don't walk lately, lately, I
just dance,
I got butterflies, butterflies, all-a the
while,
And they tickle me so, I constantly
wear a smile!

Yesterday the sun couldn't get through
to me,
Now don't you misconstrue me,
The sun was ev'rywhere, I just didn't
care.

But, lately how it shine,
Lately, shines on our romance,
And those whippoorwills, butterflies!
Why do they say? they say we're in
love,
We're in love to stay!

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WEEP, WEEPING WILLOW

Weep, weeping willow;
Follow each tear with a sigh.
Weep, weeping willow,
She left me with only goodbye.
No quarrel, no warning
She only wished to be free,
So weep, weeping willow,
Weep, oh weep for me.

There's no one to share my sorrow,
There's only the sound of the breeze
I haven't a shoulder to borrow
That's why I talk to the trees.

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SO YOU WANT TO BE A PRESS AGENT



Buddy Basch and Eileen Barton look over Eileen's new Marine Corps show

It's been said (unofficially, of course) that, if it weren't for the press agent, the age of medicine would be set back twenty-five years. We don't mean that a doctor needs a press agent, but oh brother, do press agents need doctors! The word ulcer is closer to a flack (as a press agent is called in the trade) than the word "hit." Just ask one of the top agents around, young Buddy Basch, and he will give you all the answers — along with two aspirins.

Buddy Basch, or just plain "B.B.," is one of the best known and liked publicists in the business today. It's not an easy job — and certainly not as glamorous as everybody believes. In the first place, you can't ever call your time your own. Day or night, Buddy is busy. In his own words, he sums up his job thusly: "The entertainment business is probably the most nerve-wracking, indigestion-provoking and ulcer-creating form of livelihood known to man. And being in the publicity-public relations end of the business is just double that. But I love it, or I wouldn't be in it (or should I say, I love it or I couldn't stand it?)"

Buddy is still a youngster in this hectic game, but he has handled promotion for the biggest stars in the business. Names like Tony Martin, Spike Jones, Dinah Shore, Tex Beneke, Georgia Gibbs, Danny Kaye, June Valli, Tony Bennett — all have had Buddy for record promotion and press relations. Newcomers like Toni Arden and Dean Parker jumped into the record race with Buddy's help.

"Yes, this business has its headaches," says Buddy, "but a lot of amusing things happen to make up for all the aspirins I cart around."

Buddy recalls the time that he and Tex Beneke were caught in a backstage elevator which stopped between floors. The show went on minus Mr. Beneke while workmen tried to move the stuck elevator. Tex played his saxophone and Buddy sang. It was quite a party, as the Basch voice has never won any talent contest.

Another time Buddy took a flying trip with New York disk jockey Art Ford. They landed in Paris and both tried their hand at French when speaking to the hotel elevator operator. It lasted for a full week, but then they discovered the operator came from Newark, New Jersey. Regardless of the hour, Buddy always has a story to tell, and they're always funny enough to really break you up.

As a press agent, Buddy must have an inexhaustible supply of knowledge — names, places, dates and telephone numbers. How he gathers his information is a trade secret, but when information is to be found, Buddy is the boy to see. Buddy, like all press agents knows the entertainment business like the back of his hand. His office is located in the heart of New York City, and it's hardly ever empty. Between recording stars, newspaper columnists, and folks in the entertainment world in general, Buddy sees a great amount of people during the course of one day. He may be at CBS, and five minutes later he's on his way to a cocktail party in Philadelphia.

What is a press agent's day like? Well, to close off, we're going to include excerpts from a column Buddy wrote for the show business trade paper, "Variety." It's called "A Flack's Lament," and it hits some of the troubles that besiege a press agent: "I tell everyone I meet what a great publicity man you are. That's money in the bank for you. (Yeah, but send cash)."

"Just got back from Chittlin Switch, Alabama, where I was a big smash. Why didn't I see a thing in the papers there? (There is no paper there.)"

"What kind of a press agent are you? I've had you six weeks and not even a 'Life' cover yet!"

"If you're a press agent and know everyone, how about getting me four for the Series opener?"

"Yeah, I asked you to set up some interviews, but can't you take it a little easy? I gotta have some time off."

If you still want to be a press agent, then all we can say is, "Good luck — and get yourself a good doctor!"



Buddy and Tony Martin take time out from business to shoot the breeze

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DEAN MARTIN

The new note from Dean Martin talks about pastafazool, pizza pie and love, all in one gulp — or better still, all in one mouthful. Yes, you're right if you said "That's Amore." The straight-man buffer for Jerry Lewis' magnificent clowning has really hit the big time on records. After several halting attempts on wax, Dean and his highly-ranked Capitol waxing have made all the charts and disc jockey turntables for the past eight weeks — and for Dean Martin this is one of his greatest personal triumphs.

You see, it wasn't too many years ago that Dean was fired from one of his first night club stints for the very reason that he had a good voice. While he and Jerry were first breaking in their act as a comedy team at the "500 Club" in Atlantic City, the manager told Dean that he didn't need a singer, and that if he sang one more note he'd get the boot. Well, Dean decided that, if he wanted to eat three squares a day, he'd better put the voice aside for the time being and wait for the right moment to uncap it again.

That night, Dean and Jerry locked themselves in their Atlantic City hotel room, trying to get a gag-packed script together for the next show. However, as it turned out the duo got absolutely nothing down on paper. The only thing they came out with was the determination to get out and be funny

... Without benefit of script or planned strategy. And a lucky thing for the record business that the team came to such a decision; because it allowed Dean to keep his rich baritone voice as part of the act.

When it came time for the show, Jerry startled the audience by rattling dishes, breaking trays, hitting people sitting at the tables and generally causing a commotion the likes of which the "500 Club" had never before seen. While Jerry was resting from his mad-cap activities, Dean would come on with a haunting ballad. It was a terrific change of pace, and the crowd loved every note of it.

Dean Martin was born June 7, 1917, in Steubenville, Ohio. He attended Steubenville High School, and when he was twenty, his family moved to Long Beach, California. Dean never sang a note as a kid. He decided to take up singing as a career when he entered show business via the comedian route. Before that, he was an amateur prize fighter, an attendant at a gas station, worked as a mill hand and even as a croupier around the country.

Dean is married and has four children. He is six feet tall, weighs 176 pounds and is as handsome as any matinee idol. Insofar as his singing goes, we say "let's have a-more."

DON'T TAKE MY WORD (Take My Heart)

CLAUDE DeMETRIUS LEWIS BELLIN

You know I love you,
I loved you from the start,
Don't take my word, dear,
Take my heart.
The angels made you a perfect work
of art,
Don't take my word, dear, take my
heart.

I never believed in miracles,
To me they were false alarms,
I never believed in miracles,
Till I held you in my arms,
If you should leave me,
My world would fall apart,
Don't take my word, dear,
Just take my heart.

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THE WRONG SIDE OF TOWN

DOE HELMS RAY PRICE

My heart is bound and tied
To a love that I must hide
'Cause I know there's idle gossip goin'
round

You'll have to set me free
You're much too good for me
'Cause I come from the wrong side
of town

I can't buy the things, it's true
That you're accustomed to
You seem to be ashamed when I'm
around

I know there's no place for me in your
society
'Cause I come from the wrong side of
town.

I've loved you all along
And I can't believe it's wrong
But those wagging tongues will always
be around

Our love can never be
While they're condemning me
'Cause I come from the wrong side of
town

Why must we have to do
What others want us to
They only want to tear our dream-
world down

They'll regret when it's too late
That their hearts are full of hate
'Cause I come from the wrong side
of town.

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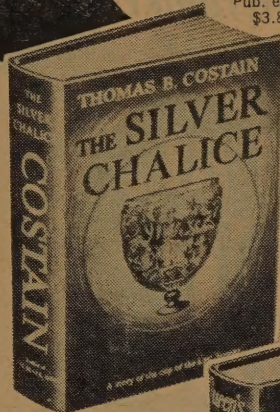
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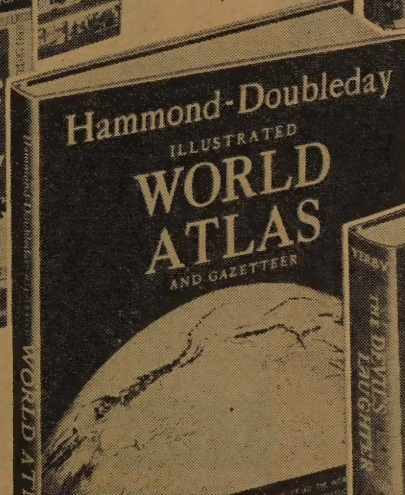
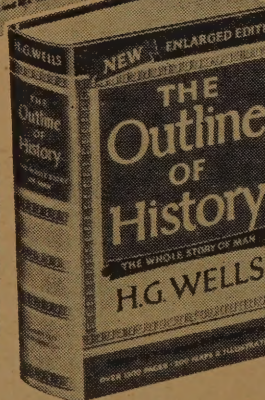
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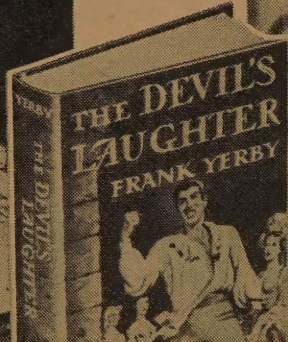
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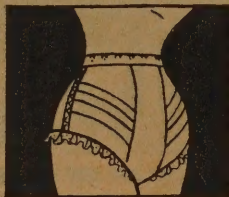
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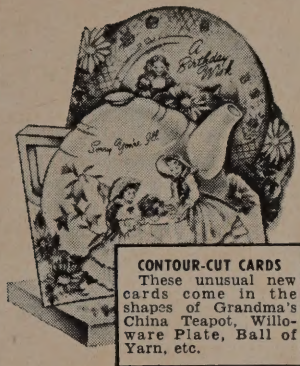
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113 W. 57 St., N. Y. 19, N. Y.

Gentlemen: I've checked my selection.

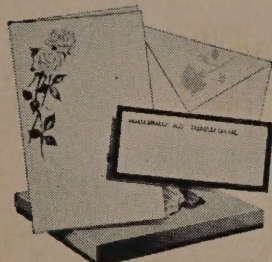
- ☐ Send the Complete "FRENCH FIGURE SLIMMER" on approval for 10 days. I'll pay postman \$5.98 plus postage (I save \$1 by buying complete unit). If not delighted I may return for full refund of purchase price.
- ☐ Send the FRENCH WAIST BRA only @ \$2.98 plus postage.
- ☐ Send FRENCH ABDO-SLIM only @ \$3.98 plus postage.
- ☐ Send Black ☐ Send Nude
- ☐ I enclose \$.... (Ward Green Co. pays postage.)
- My Waist Measure is.....in. Bra Size is.....
- NAME
- ADDRESS
- CITYZONESTATE

People "Go Crazy" Over These New Kinds of Greeting Cards

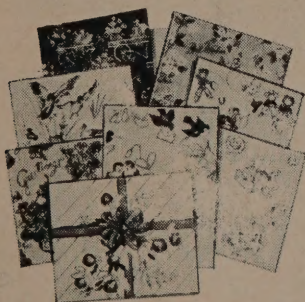


"How It Has Helped Out"

"I'm no saleswoman. I just get permission to show the cards! The other day I got one order for \$17.45. How it has helped out!"
—Mrs. Bill Withington, Wis.



New ideas in "personalized and decorated Stationery, Correspondence Cards, etc.



Gorgeous Super Crest Gift Wrappings—Matching Seals and Gift Folders



Gift and "Thank You" Cards For Everyday

NO WONDER FOLKS

Make Good Money

without taking a job or putting in regular hours
... AND WITHOUT EXPERIENCE. Why not try it yourself?

WHEN you show cards as new and unusual as these—you'll find it easy to make good money all year 'round!

Just let your friends, neighbors, and co-workers SEE these lovely, heart-warming Doebla All Occasion box assortments. Watch them marvel at the richly beautiful designs, the warm glowing colors; the exciting new features... magic surprises that POP UP... GLISTEN AND SPARKLE... EVEN CONTAIN VALUABLE GIFTS.

Your Friends Get a Bargain

Everybody these days buys greeting cards the year 'round. By ordering these assortments from YOU, your friends save themselves the bother of shopping. They get top quality cards for even less than ordinary cards cost in the stores. They're sure of always having the right card on hand.

You Make Money

Your friends will thank you

IF YOUR CHURCH, club or organization wants a quick easy way to raise funds all year 'round—write, giving your name, name and address of organization, and name of person in charge of fund-raising. By return mail we send our valuable guide for groups, with sample kit, on approval.

for "letting them in" on these wonderful bargains. And YOU make as much as 60¢ on each box ordered. Soon you have \$50 or more to spend as you like. NO EXPERIENCE NEEDED. Our free book shows how anyone, young or old, can make money quickly this easy way.

FREE SAMPLE KIT Nothing to Pay For! Nothing to Return!

Mail Free Trial Coupon NOW—without money. We will send you everything you need to begin earning money right away. Complete Details about excellent profits. Order-getting Sample Kit absolutely free—nothing to pay for. No obligation. Free samples of the new "Name-Imprinted" Stationery and Napkins. Don't miss this chance to make friends and extra money—mail coupon NOW.

HARRY DOEHLA CO., Studio H-74, Nashua, N. H. (Or if you live west of the Rockies—mail coupon to Palo Alto, Cal.)
© Harry Doebla Co.



about 20 boxes... in about two hours."—Bernice Johnson, South Dakota

20 Boxes in 2 Hours' Time

"I'm thrilled with the beauty of these cards and so are my customers. I have now sold about 20 boxes... in about two hours."—Bernice Johnson, South Dakota



\$15 in Orders in 1 1/2 Hours

"On first afternoon I sold \$15 worth in 1 1/2 hours. Now sales are 3 times better."—Mrs. R. Kutz, Wisconsin



\$40 Worth in Half a Day!

"I received orders for \$40 worth of cards in 4 1/2 hours. The earnings have obtained for me a nice automatic ironer and many useful things for our home."—Mrs. J. H. Powers, Jr., Kentucky



Has Fun Earning At 14

"I'm 14 years old. Began with neighbors and phoning my mother's friends. Now I get big orders—\$5 to \$18. Am saving up for college."—Carol Anger, Calif.

Mail Free-Trial Coupon—Without Money or Obligation

HARRY DOEHLA CO., Studio H-74, (Palo Alto, Calif.) (Nashua, N. H.)
(If you live East of Rockies, address Nashua Office)

Please rush me ABSOLUTELY FREE SAMPLE KIT; money making plan. Also send Free Stationery Samples, and Free Book "How to Make Money and Friends—Showing Doebla Greeting Cards." Nothing to pay for. Nothing to return.

Name..... (Please Print)

Address.....

City..... State.....
Please state Zone No. (if any).



**GEE! IT MUST HAVE
TAKEN YEARS TO
LEARN TO PLAY
*LIKE THAT!***



***NOT AT ALL!* I DIDN'T KNOW
A NOTE. YET I STARTED
PLAYING WHOLE PIECES
*RIGHT AWAY!***

Wonderful, Easy Way to Learn Enables You To **PLAY REAL MUSIC** *Almost Overnight!*

EVEN IF YOU DON'T KNOW A SINGLE NOTE OF MUSIC NOW!

Yes, it's TRUE! In just a few weeks, you can be playing REAL MUSIC on *your* favorite instrument. Not by just a "trick" method that merely *seems* to teach you music. But really *reading* and *playing* actual sheet music—so easily and confidently that your friends will suspect that you've actually "known how" for years!



NO TEDIOUS PRACTICING OF BORING SCALES AND EXERCISES REQUIRED. Even if you don't know a single note now, you'll "start right in on pieces." This builds up your skill and confidence so rapidly that soon you'll be able to play ALL your favorite songs and compositions *by note*. It's all so clearly explained—so EASY to understand—that even children "catch on" at once.

No "Talent" Needed

No wonder OVER 900,000 PEOPLE all over the world have turned to the U. S. School of Music method to make their dreams of playing music come true! No special "talent" is needed. And you learn right at home, in the spare time of YOUR OWN

CHOOSING—free from the rigid schedule imposed by a teacher. Costs only a few cents per lesson, including sheet music.

Why Keep On Missing These Joys?

Why not let this famous home-study method bring the many pleasures of music into YOUR life? Good times! New friends. Gay parties. Extra money from playing or teaching. Possibly even a brilliant musical career. Best of all, the deep personal satisfaction of being able to make your own music—provide your own entertainment.

Think of the joy of having your phone give that welcome ring—and of finding yourself whisked away to one gay party after another. With you as the center of attraction—because you can play. The fun of having a happy group clustered around you. "singing their hearts out" as you play one asked-for song after another. The thrill of having them dancing to your lilting music. The rich, restful happiness of being able to renew and refresh your mind and your spirit with music, after a work-filled day!

**U. S. SCHOOL OF MUSIC,
Studio 24, Port Washington, N. Y.**

Please send me your illustrated FREE BOOK. No obligation — and no salesman is to call upon me. I'm interested in playing

(name instrument)

☐ I do ☐ I do not—have instrument now.

Name
(please print)

Address

City State
(Please state Zone No. if any)



SEND FOR Free Book

Let us SHOW you why our way to learn music is so EASY—and so much fun! See for yourself why our method has been successful for 56 years. Mail the coupon below for our valuable 36-page FREE BOOK. No obligation; no salesman will call on you. It can mean so much to you for the rest of your entire life — if you will mail the coupon TODAY! U. S. SCHOOL OF MUSIC, Studio 24, Port Washington, New York.
(Special Reduced Prices on instruments to our students.)

THOUSANDS NOW PLAY Who Never Thought They Could!

**Mother Fulfills
Desire**

"After I had been married 13 years I saw my chance to fulfill my desire to play piano. In a few weeks I could play pieces a friend couldn't who took lessons for 3 years from a teacher." — Mrs. J. L. Newton, Louisville, Ky.



**How Famous
Orchestra Leader
Got His Start**
"I got my start in music with your Course. How easy it is to learn to read notes and play this 'teach-yourself' way! You did so much for me, I've enrolled my two daughters." — Laurence Welk.



Amazes Friends
"In a few weeks I could play several pieces. Everyone was amazed, also friends who had had lessons for years and whom it took 6 months to a year to play simple pieces." — Mrs. J. P. Perry, Princeton, W. Va.



Friends Astonished
"I bet friends I could learn piano quickly. They didn't believe me—because I am slow learning. Imagine their surprise last night when I played. One said, 'Sounds like you've played for years!'" — L. Gomez, Oakland, Cal.

